



## Event Development & Research Coordinator

**Reports to:** Executive Director, Grande Prairie Regional Tourism Association (GPRTA)

**Functional Support For:**

- Sports Events – Grande Prairie Region
- Business Events Attraction – GPRTA

**Position Type:** Full-time, Contractor

**Level:** Coordinator

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### Role Purpose

The Event Development & Research Coordinator is the operational core of the region's Business & Sporting Events strategy. This role fills the critical capacity gap identified across partner organizations and ensures that event prospecting, bidding, and delivery processes are coordinated, data-driven, and professionally supported.

The Coordinator enables the Grande Prairie Region to deliver **proactive, strategic event attraction** aligned with regional sector strengths, community legacy goals, and facility capacity.

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### Key Areas of Accountability

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#### 1. Research, Data Mining & Intelligence Gathering

Responsible for building the region's event intelligence foundation by:

- Identifying business and sport event leads aligned with agriculture, energy, forestry, life sciences, innovation, and other key sectors.
  - Monitoring rights holders, RFP portals, bid timelines, and new event opportunities.
  - Conducting facility-fit analysis, sector alignment checks, and competitive scans.
  - Maintaining datasets for:
    - Rights holders
    - Event history, Next open years for bidding
    - Technical facility requirements
    - Grant funding opportunities
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#### 2. Bid Development & Proposal Support (Both Streams)

- Develop draft bid documents, capability statements, and letters of support.
- Gather facility specs, maps, accommodation blocks, sector intelligence and technical data.
- Prepare budget inputs, logistical notes, and legacy framework materials.
- Coordinate with GPRSC when local sport organization letters of support are required.
- Provide economic impact estimates using approved methodologies.

This support dramatically reduces turnaround time for the region's bids and ensures consistency across partners.

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### 3. CRM, Measurement Systems & Shared Calendars

- Maintain the regional CRM (contacts, interactions, opportunities, lead movement).
  - Manage and continually update the **Shared Regional Event Calendar** (sports + business).
  - Track and report weekly/monthly KPIs (proposals, leads, site visits, wins).
  - Organize and store standardized templates, SOPs, and reporting tools.
  - Support integration of REM (Regenerative Ecosystem Model) data when used for sector alignment.
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### 4. Coordination Across Partners & Committees

Supports the region's collaborative governance model by:

- Preparing agendas, materials, and notes for the Sports Events Steering Committee and Business Events Advisory Committee.
  - Gathering relevant data for "Go/No-Go" bid discussions.
  - Maintaining stakeholder contact lists (venues, hotels, municipalities, corporations, academia, experiences).
  - Liaise with Grande Prairie Region Sport Connection (GPRSC) on contact lists for clubs, sport organizations
  - Coordinating cross-sector communication between City departments, GPRTA, GPRSC, and the County.
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### 5. Event Servicing & Site Visit Support

- Plan and support site visits, FAM tours, and inbound clients with detailed itineraries.
  - Develop briefing packages including:
    - Experience suggestions
    - Offsite venue summaries
    - Sector alignment talking points
    - Local ambassador profiles
  - Ensure "Get to Know You" forms are distributed and used to personalize visits.
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### 6. Measurement, Reporting & Legacy Tracking

- Support the Economic Impact reporting process for each hosted event.
- Compile annual impact summaries for councils, GPRTA, and partners.
- Track legacy indicators (community benefit, volunteer participation, partner engagement).
- Assist with post-event debriefs and knowledge transfer processes.

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## 7. Internal Support, SOP Creation & Continuous Improvement

- Help build SOPs for inquiry response, site visits, proposal creation, and event reporting.
- Maintain templates for committee use, bid books, briefing notes, and partner updates.
- Support the development of shared partner training materials (e.g., REM insights, sustainability starter practices).

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## Skills & Competencies

- Research-minded, detail-oriented, and highly organized.
- Strong writing and document production abilities.
- Familiarity with CRM systems, spreadsheets, shared drives, and templates.
- Ability to coordinate across multiple stakeholders with differing priorities.
- Skilled in prioritization and managing multiple concurrent tasks.
- Comfortable supporting both strategic and administrative tasks.

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## Experience

- Some experience in tourism, events, administration, research, economic development, or customer service is preferred.
- Experience working with committees, councils, or partner groups an asset.
- Experience in event planning, bid writing, or public sector environments is beneficial but not required.

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## Compensation

This is a contract position offering \$50,000 - \$60,000 per year, commensurate with experience.

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## How to Apply

Email CV and resume to Jasmin Greavett at [director@gptourism.ca](mailto:director@gptourism.ca)

Position will remain open until suitable candidate is found.