



## **JOB DESCRIPTION**

**Job Title:** TLC Summer Events Team Lead

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### **Primary Focus:**

Responsible for overseeing and supporting TLC summer events at the TLC and around the region. The Summer Events Team Lead is also responsible for scheduling locations for the cruiser and team to attend, posting to TLC social media channels as appropriate on the events and activities attended, supporting the summer events team, and maintaining and restocking appropriate cruiser inventory as required. The Summer Events Team Lead will have excellent customer service skills and be outgoing and friendly in representing the TLC at summer events. Work will be outside traditional business hours.

### **Specific Accountabilities:**

- Orders, inventory and organize promotional supplies and uniform items.
- Assists in creating activities for event attendees to engage with staff and/or win prizes.
- Assists in photographing and video activities and events.
- Assists in providing content to post to official TLC social media channels (Facebook, Twitter, Instagram, and Snapchat).
- Engages residents and event attendees in activities/games as applicable.
- Creates and manages event schedule for cruiser team.
- Drives TLC Community Events Cruiser as required.
- Picks up and re-stock food/cold items as required.
- Refuels Cruiser as required.
- Schedules and coordinates up to 3 staff members to assist with cruiser events.
- Oversees/supervises daily activities of cruiser team.
- Records and tracks event info (locations, events, activities)
- Performs other related duties and responsibilities as required.

### **Competencies/Skill-Sets Required:**

- Exceptional customer service skills.
- Energetic and outgoing attitude.
- Strong verbal and written communication skills.
- Independent decision-making, problem solving and analytical skills.
- Adaptability, ability to go with the flow, flexible.
- Teamwork and cooperation.
- Community minded.
- Love of physical activity and children of all ages.
- Positive team attitude and willingness to play games, engage people in activities
- Highly developed interpersonal skills to interact with others in an effective manner.
- Effective multi-tasking and project tracking skills.
- Knowledge of social media platforms, including Instagram, Facebook, Twitter and Snapchat.

### **Designations/Training required/Prerequisites:**

- Must be 21 years of age with a valid driver's license with a clean drivers abstract.
- Ideally the candidate will have a minimum of one year post-secondary education in marketing and communications and/or promotions returning to school in the fall.
- Highly skilled with social media (Twitter, Facebook, Instagram etc.)
- Proficiency in the use of MS Office applications specifically: Word, Excel, email, as well as

- experience with the Internet.
- Ability to work a flexible weekly schedule, including evenings and weekends, as required.
- First Aid/CPR/AED is required along with a current criminal record check and child welfare check.

**Recruits From:**

- University or College Students in Recreation, Arts, Education or Business.
- Internal customer service positions.

**Career Progression:**

- Customer Experience Representative
- Children and Youth Program Staff
- Marketing Staff with TLC

**Reports To:**

Marketing and Communications Coordinator

**Direct Reports:**

- TLC Summer Events Staff