

**Position Title: Manager or Senior Manager, Events**

**Reports To: Executive Director**

**Location: Ottawa, ON (Hybrid Work Environment)**

### **Position Overview**

The Manager of Events & Marketing is a senior position responsible for the strategic planning, hands-on execution, and evaluation of the County of Carleton Law Association's (CCLA) events and related program initiatives. This includes leading the delivery of high-profile conferences, CPD programs, gala events, and member engagement activities. The ideal candidate is an experienced project manager and team leader with strong financial acumen, able to multitask, has a creative vision, and a passion for building exceptional member experiences.

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### **Key Responsibilities**

#### **Event Strategy & Delivery**

- Lead the end-to-end planning and execution of in-person, hybrid, and virtual events including CCLA's four cornerstone legal conferences, the Annual Gala, member touchpoints and CPD programs.
- Develop project timelines, workplans, and accountability frameworks for successful execution.
- Manage vendor and venue relationships, negotiate contracts, and oversee all logistical planning, including audio/visual, catering, and onsite coordination.
- Ensure alignment of all events with CCLA's mission, values, and brand.
- Develop and execute integrated marketing strategies to drive awareness, registration, and engagement across events and programs.
- Oversee creation of print and digital promotional materials, social media campaigns, email communications, and post-event reports.
- Collaborate with internal teams on content planning and delivery.

#### **Financial Oversight**

- Establish, monitor, and report KPIs on event budgets in collaboration with the Finance team. Provide recommendations for improvement based on data insights.
- Track event revenue and expenses, approve vendor invoices, and maintain financial records in collaboration with the Finance Manager.

- Ensure fiscal responsibility and contribute to overall organizational sustainability.

### **Sponsorship & Stakeholder Relations**

- Support the recruitment, stewardship, and fulfillment of sponsors and exhibitors.
- Maintain strong relationships with external partners, vendors, and key stakeholders.
- Oversee accreditation for education programs and manage communications with speakers and VIPs.
- Ensure sponsor/exhibitors feel supported with venue space at events which ensure their profile

### **Post-Event Analysis & Reporting**

- Lead post-event debriefs and generate written summaries with performance metrics, attendee feedback, and improvement recommendations.
- Maintain historical records of past events and use data insights to inform future planning.

### **Team Leadership & Collaboration**

- Supervise, mentor, and develop event staff.
- Foster a culture of collaboration, accountability, and continuous improvement.
- Work cross-functionally with membership, advocacy, and library teams to align event goals and member services.

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### **Qualifications**

- Minimum of 8 years of progressive experience in event management and/or campaign management; preferably in a legal, non-profit, conference services, higher education, or professional services setting.
- Demonstrated success in managing large-scale conferences and gala-style events.
- Strong project management, budgeting, and organizational skills.
- Advanced communication and writing skills, with a service-first mindset.
- Proficiency with Microsoft Office (i.e. Word, Excel, PowerPoint, Outlook), and marketing production tools to support event production (i.e. Canva, Mailchimp)

- Proficient with event management tools and related tools to support registrations (i.e. YMC, CRM tracking system)
- Hands-on working knowledge of social media platforms to promote events (e.g., LinkedIn, X/Twitter, BlueSky, Instagram, Facebook, Hootsuite, APP Software).
- Experienced in leading, mentoring, and developing a team of talented event and marketing individuals
- CMP (Certified Meeting Professional) or related certification is required.
- Bilingual (French) is a strong asset.
- Required to lift heavy items (average 30 pounds)
- Possess a valid driver's license
- Ability to work evenings/weekends during event periods and travel within Ontario/Quebec (approx. 20% during peak months – notably in the Spring and Fall).

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### **Personal Attributes**

- Team player with a high level of initiative, professionalism, and member focus.
- Passionate about community building, access to justice, and supporting the legal profession.
- Strong customer service ethic and philosophy.
- Strategic thinker with a hands-on approach.
- Calm under pressure, flexible, and solution-oriented.
- Proactive, flexible thinker, and detail-oriented
- Able to quickly adapt, problem-solve, and manage multiple competing priorities
- Strong 'planned' programming, but also able to manage the 'unplanned'.
- Creative and flexible thinker

### **Why Join Us**

This is an exciting opportunity to shape the voice and visibility of a respected and impactful organization. You'll be part of a collaborative and mission-driven team that values innovation, creativity, and community.

## **Who is the County of Carleton Law Association (CCLA)**

### The Association

The County of Carleton Law Association has been in existence since 1888. It is an Association of over 1400 members who are lawyers in the County. However, under the philosophy of universal access and universal funding, endorsed by the County and District Law Presidents' Association and approved by the Law Society of Upper Canada the law library may be used by any member of the Law Society of Upper Canada.

The objectives of the County of Carleton Law Association are:

To advance the interests of its members and promote the administration of justice by:

- Providing an accessible, quality law library to its members.
- Providing quality and affordable continuing legal education programs to Ottawa and Eastern Ontario lawyers.
- Advancing the interests of its members in the practice of law, and rule of law.
- Promoting liaison among its members, the Judiciary, and the government of the day.
- Providing guidance and leadership to its members in the challenges facing the profession.
- Promoting collegiality among its members in the interests of the profession.

## **Interested in the role?**

Please send us your CV and cover letter to: [opps@ccla-abcc.ca](mailto:opps@ccla-abcc.ca).

Please note only eligible applicants will be contacted for the position.