

CHAMPAGNE and AISHIHIK FIRST NATIONS

Identification: Da Ku Cultural Centre Retail, Events and Marketing Coordinator

Department: Language and Culture

Supervisor: Director

Date: May 2024

Wage Level: 8

A. Job Summary:

Reporting to the Director, Dän K'e (Our Way) Language & Culture, the Da Ku Cultural Centre Retail, Events and Marketing Coordinator is responsible for the effective and efficient operation of the Da Ku Cultural Centre retail store, and for the booking, planning, and overall coordination of short-term rentals and of community and cultural events. Responsibilities include developing and implementing marketing and promotional strategies and plans for the Da Ku Cultural Center and administering all short-term rental agreements for use of the space within the building and adjoining grounds. The position provides direct and/or functional supervision to retail store clerks and temporary event staff and will liaise regularly with CAFN department managers and the public, scheduling facility use, and ensuring facility logistical preparedness.

B. Main Duties:

- 1) Manages and participates in the effective and efficient operation of the Da Ku Cultural Centre retail store by:
 - Preparing annual marketing and rental work plans, weekly and monthly staffing schedules, monthly and quarterly revenue and expense reports, and other requested materials
 - Collaborates with property services maintenance and custodial staff to ensure appropriate cleaning schedules and equipment readiness of venue are adequate for both external meetings as well as internal CAFN programming
 - Oversees the planning, researching and recommends sources for local artisan merchandise based on past sales data, customer requests, to be commissioned and purchased aligning with department budgets.
 - Collaborates in the marketing and promotion of Daku Cultural Centre, the Nju store and local artists/artistry and products
 - Development and implantation of Da Ku Cultural Centre Marketing Strategy
 - Researching fellow cultural centers and artists' markets to ensure fair pricing and networking.
 - for our featured and upcoming artists.
 - Provides insight in opportunities for economic development in terms of local tourism and authentic cultural experiences.
 - Processes all internal orders for items purchased by other CAFN departments and forward to Finance to receive payment for purchase order sales.

- Oversees and ensures that appropriate inventories are completed in conjunction with the Smart Vendor POS software reports and aligns with department budget allowances
- Ensure Smart Vendor POS software is up-to-date with upgrades as well as subscriptions.
- Oversee store operating procedures and methods, including merchandise pricing, security systems, customer service standards, store appearance and merchandise presentation, safety, inventory control, policies regarding payments and exchanges, etc.
- Supervising and training retail coordinator and other staff as required; orienting them to products and sales methods, cash and receipt handling procedures, and customer service best practices, coaching and correcting as required
- Research and develop Nju store policy and procedure manuals and revise annually or as needed
- Establishing and overseeing store opening and closing procedures, including cash opening and closing, balancing receipts and preparing deposits when scheduled on shift or when training new employees, reviewing results of these activities when prepared by others.
- Assisting and supporting local artists by networking and providing information, answering questions, obtaining hand crafted merchandise, completing payment transactions and consulting fair pricing for citizen profits.
- Oversee ongoing development of sales, promotions and policies with regard to payments and exchanges, and security practices.

2. Manages effective and efficient booking, organizing, planning, coordinating and implementing of short- term rentals and of community events by:

- Communicating and meeting with the Da Ku Program Coordinator, CAFN departmental representatives, general public and/or business representatives to book dates, and arrange and organize event space and event packages,
- Supervising and recruiting seasonal banquet staff, orienting them to Da Ku banquet procedures, and customer service best practices, coaching and correcting as required
- Conducting site tours for prospective rental clients,
- Maintaining partnerships and relationships with rental users, building opportunities to integrate or enhance programs and services between departments and with the public,
- Providing training to ensure all staff and users understand how the building operates, ie. security, lights, etc. and ensuring the User Handbook is understood,
- Ensuring Da Ku User Handbook is revised annually, and up-to-date, along with the renter audio/visual manuals
- Organizing and/or coordinating all aspects of event bookings including rental quotes, rental contracts, event summaries and schedules, room layouts, coordination and/or hiring support services such as caterers and event staff, audio-visual equipment supply, kitchen equipment, table cloth rental, signage, printing, security and trouble-shooting any problems for the users,
- Providing timely notice of events, including requirements for any out of the ordinary cleaning or maintenance requirements to Property Services Manager,
- Maintaining adequate inventories of consumable items, e.g. dishes, utensils, pots and pans, etc.,
- Maintaining a schedule of care and use of catering equipment, audio equipment, and other furnishings, identifying and recommending purchase and replacement of such items as

required,

- Maintaining facility use statistics for reporting and planning purposes,
- Managing the overall bookings calendar, including confirming holds and waiting lists, negotiating between clients for dates, confirming/releasing dates and managing the accuracy of the bookings calendar,
- Receiving requests for donations, discounts and sponsorships, working with the Director to review/approve/reject and follow up with clients with answers,
- May be required to attend meetings and other events such as trade shows within and outside of the territory to promote the Da Ku Cultural Centre and to build and develop relationships with potential clients and/or service providers.

3. Develops and implements marketing and promotional strategies and plans for the Da Ku Cultural Centre by:

- Working collaboratively, identifying and working with partners including departmental and other CAFN staff to promote the Culture Centre locally, nationally and internationally,
- Developing and distributing print and other promotional material,
- Maintaining Da Ku Cultural Centre website information,
- Evaluating and adjusting marketing activities and results, amending and adjusting plans as required.

4. Other related duties,

- Prepares annual and mid-year revision budget proposals for areas of responsibility and submits to Director for review and inclusion in departmental budget submissions,
- Manages responsibility area budget, including short-term rental agreements and associated billings, check requisitions, purchase orders and financial statement reviews,
- Researches and applies to sources of additional funding to support Da Ku Cultural Centre long term vision and goals,
- Provides policy recommendations and performs other duties as assigned by the Director.

C. Job Knowledge and Skills

Education and Experience:

Completion of Grade 12 with at least 2 years of experience in either facility management, financial management, retail management or event planning/marketing. An equivalent combination of education and experience will be considered.

Job Knowledge:

- Knowledge of CAFN culture and history
- Knowledge of retail and service industry best practices, including customer service and marketing strategies and practices
- Knowledge of funding agencies, programs and associated requirements;

Management Skills:

- Financial management skills to develop, implement, manage and monitor retail and short-term rental income and expenses, as well as event budgets;
- Retail management skills to ensure retail store is operating efficiently.

- Understanding and ability to administer rental user agreements.
- Ability to manage and supervise staff;
- Strong decision making and problem-solving skills;
- Strong organizational and time management skills;
- Ability to work within strict time frames and deal with changing priorities;

Organizing and evaluating events, statistics, compiling and presenting reports

Specific Skills:

- Demonstrate proficiency with related computer programs: Excel/Word/PowerPoint/Databases
- Excellent communication skills, both oral and written;
- Public relations/customer service skills;
- Strong organizational and time management skills;
- Ability to facilitate and implement logistical arrangements;
- Ability to negotiate terms of purchase and short-term rental contracts

Interpersonal Skills:

- Ability to resolve conflicts and foster unity;
- Ability to manage stress effectively;
- Ability to work effectively as a member of Department team;
- Ability to establish and maintain professional working relationships with the CAFN staff, citizens, the general public and officials from other governments and organizations;
- Ability to foster and maintain trust in the community;
- Ability to maintain confidentiality with all contacts.

D. Decision Making:

The incumbent needs to have the ability to work well under pressure and make responsible decisions while adapting to circumstances that may arise. The incumbent is responsible for the day to day operations and management of the Da Ku Cultural Centre retail store and rental spaces.

Most of the tasks are carried out without specific direction and this position is expected to work within minimal supervision. This position is expected to ensure adherence to all CAFN policies and procedures.

E. Impact/Accountability:

This position has a highly visible role that acts on behalf of the organization within their job, good work reflects well on the Cultural Centre's public reputation, and poor work can negatively affect the public's perception of the facility and the Champagne and Aishihik First Nations. The work of the position has direct impact on the effectiveness of CAFN cultural centre services and on revenues from retail and rental clients.

F. Positions Supervised:

Seasonal Retail Clerk(s)

Students and casual event staff as required
Other CAFN staff working in retail store as required

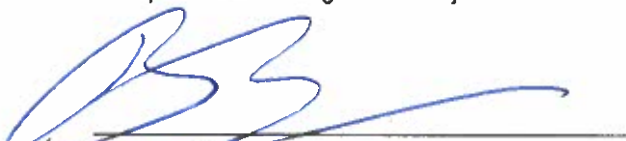
G. Working Conditions:

This position's time is split between a normal office environment, the retail store (seasonally) and in event spaces. Limited travel is required to and from Whitehorse and occasionally outside for product shows. Standing and walking is required when working events and retail. There is a need to meet regular deadlines (daily, monthly, annual reports, budgets, etc.), as well as ad hoc deadlines (rental users). The incumbent is required to work a flexible schedule including work during evenings and weekends as required for events and rentals. The position may occasionally deal with upset or angry individuals who feel their needs are not being met and will require tact and diplomacy.

H. Conditions of Employment:

- A valid Yukon Class 5 driver's license.
- Criminal Records Check
- Valid First Aid Certificate or willing to obtain
- Willingness to work evenings and/or weekends, as required
- Extended workdays may be required to accomplish tasks and meet workload demands during peak periods, as directed
- Mandatory confidentiality is a condition of employment for all CAFN personnel
- All Champagne and Aishihik First Nations employees are expected to conduct their duties in a harmonious and cooperative manner intended to enhance the First Nations efforts to build a strong and prosperous Government.

I approve this position description as being representative of the work I require to be performed and that the responsibility and authority levels identified have been delegated to this position. This job description has been designed to indicate the general nature and level of work to be performed by the employee. It is not designed to contain or be interpreted as a comprehensive inventory of all duties and responsibilities assigned to this job.



Director, Human Resources

May 15/24

Date

Director, Language and Culture

Date

Employee

Date