



EXPRESSION OF INTEREST

for

Agriculture Expo Coordinator

Background

The Agriculture Expo Coordinator organizes, leads, and contributes to the smooth operation of the Agriculture Expo events held annually during late September through October. The coordinator reports directly to the General Manager of the Federation in Corner Brook and is part of a team that ensures successful delivery and content at these events. If you are seeking to work with a team and are a multi-tasking professional who takes great pride in your work, apply to be part of the NLFA Agriculture Expo team. To learn more about the NLFA, please refer to our website at www.nlfa.ca.

Objective

The Expression of Interest (EOI) will identify a company or person capable and interested in the coordination, and delivery of successful Agriculture Expos trade shows in NL on behalf of the NL Federation of Agriculture.

General Responsibilities

- Report writing and submission to the Sustainable Canadian Agricultural Partnership (SCAP).
- Researching and presenting concepts and ideas to the organizers and sponsors for feedback.
- Procurement of arenas for show venues, planning the layout, and liaising with vendors to determine their booth requirements.
- Working with the NLFA Public Trust and Marketing Manager to coordinate marketing/advertising initiatives, graphic designs, press releases and other communications.
- Oversight of loading, set-up, take-down, transportation, cleaning, maintaining/repair, and unloading/storage of show material.
- Hiring and supervising staff for events.
- Development of budget and monitoring expenditures.
- Procurement of petting farm services and farm animal displays.
- Procurement of chef services for demonstrations & samples.
- Procurement of vendors, speakers and MC.
- Procurement of transportation services.
- Procurement of agriculture/farming/vendor booths.
- Site layout and design.
- Liaison between Government Departments, producers, vendors, and public.
- Regularly update NLFA GM and staff to ensure milestones are met and that everything is on track.
- Operate the show following all public health and veterinary guidelines.
- Final report submission and budgetary summary.

Eligibility

- Completed education in event planning/coordination, project management, and/or business. Equivalencies may be considered.
- Experience in trade show coordination or similar would be an asset.
- Excellent financial management abilities.
- Able to work independently and meet deadlines.
- High level of diplomacy, and strong communication and written skills.
- Excellent time management, organizational, and adaptive skills.
- Strong work ethic with a high degree of energy.
- Effective teamwork abilities.
- All applicants must be legally entitled to work in Canada
- Travel required—Must have valid driver's license

Statement of Qualifications

1. Background Description of Experience in Expo Coordination, and Contact Information
2. Curriculum Vitae and Up-To-Date References

Terms and Conditions

- EOI will be used to identify potential candidates for the coordinator role for 2024 only, and not any future endeavors.
- Submissions that do not adequately meet the eligibility criteria will not be considered.
- NLFA reserves the right to approve, refuse or defer any or all EOI submissions.
- It is the responsibility of the proponent to submit their interest on or before the deadline.
- The proponent will bear all costs associated with or incurred in their submission.

Event Timing and Other Details

Based on two expo events and submission of final report. Each event takes about 7-8 days continuous work, including set up and take down. Proposed dates and location of events:

1. September 20-22, Corner Brook
2. October 4-6, Grand Falls-Windsor

Compensation

The NLFA will enter into a short-term contract with the successful proponent for the Coordinator role to lead two shows and prepare a final report. The NLFA will offer two payments to the contractor, one for each show, plus a 10% holdback which will be paid upon submission of the final report. **NLFA expects compensation costs for this contract to be in the range of \$20,000 – \$25,000** with no additional benefits included.

Submission Deadline and Accepted Format

Send any background documents, and resume and cover letter in PDF format to hire@nlfa.ca by **May 23, 2024**. Only those that are selected for an interview will be contacted.

Any questions about the EOI may be directed to NLFA General Manager Colin Carroll at 709-747-4874 ext. 207 or colin@nlfa.ca.