

Director, Stampede Programming

About the Calgary Stampede!

The Calgary Stampede is a not-for-profit community organization that preserves and promotes our western heritage, cultures and community spirit with a vision to create a world-class, year-round gathering place for the community. Exemplifying the theme, We're Greatest Together, the Stampede is one of the most respected volunteer-based organizations in the world governed by a Board of Directors with over 2,500 passionate volunteers and 1,200 year-round employees.

As an organization that exists for the benefit of the community, inclusion and equity are woven into our core values of western hospitality, pride of place, integrity, and commitment to the community. The world-class, year-round gathering place we have built for the community also welcomes visitors from around the world and those who are new to the local community. We know that blending diverse cultures with our long-standing traditions makes community spirit thrive.

Position Summary

Pancakes? We flip them. Rodeo clowns? We know them. Cowboys and Cowgirls? They come here. Musicians and Performers? We book them. Western Sports Competitions? We plan and host them. Unforgettable experiences? We create them. Fun? We make it, all year round.

This is not your typical 9:00 to 5:00 – in this full-time, year-round role, spend your day leading the strategy and execution of exhilarating experiences, programming and entertainment to thousands. Bring the wildest culinary delights, thrilling activations and so much more to the midway. Build long lasting connections with the community, both local and international, while connecting to the city's rich western history.

The Calgary Stampede is looking for an innovative, results driven individual who is passionate about creating exceptional guest experiences by leading the programming strategy and providing Director-level leadership across multiple divisions and volunteer committees including; the Stampede Programming team and the Grandstand, Midway, Entertainment and Broadcast departments.

Reporting to the Vice President, Sponsorship, Marketing & Employee Services, the Director, Stampede Programming is responsible for creating the Stampede Time vision, strategy and execution, balancing achieving overall business models, community engagement and guest experience objectives.

Executing on both, Stampede-time programming, and numerous year-round Stampede-produced events that are sure to grow with the expansion of the BMO Centre, the Director, Stampede Programming is responsible for designing and executing all family and entertainment offerings at Stampede-time, creating industry-leading and competitive products for target demographics with a constant eye to expense and revenue maximization.

Around here, the fun doesn't stop when July is over. Yahoo!

Responsibilities

Responsibilities of this role include, but are not limited to:

- Lead an iterative creative process to determine, develop and implement new product (live and broadcast), competitive on the world stage, driving attendance and guest experience
- Creating an environment for guests that allows for memorable, consistent and brand-aligned experiences

- Strategic product development, leading and collaborating cross-functionally with a diverse team of employees, volunteers, suppliers and contractors
- Lead volunteer and employee groups to deliver Stampede programming, midway, broadcast and Grandstand Show production while fostering a collaborative working environment, and ensuring that the team is focused on achieving strategic goals through short-term operational results
- Work Collaboratively to create overall programming visions and business cases while championing them across the organization with all stakeholders by communicating organizational goals internally and externally
- Identify and engage external parties to animate Stampede Park during Stampede and year-round as well as advance community engagement goals of the organization
- Collaborate with internal and external stakeholders to achieve alignment with volunteer committees responsible for generating Stampede-time experiences
- Lead change to organizational practices across volunteer and employee groups in support of strategic operational initiatives
- Lead the project management of diverse and complex projects to support year-round internal and client events as well as Stampede Programming
- Direct and indirect revenue accountability, developing, managing, and leading multiple operating budgets
- Develop metrics to measure, monitor, and reinvent Stampede time experiences and activations
- Maintain key relationships with external producers, partners, industry associations and regulators
- Act as liaison between Programming and strategic and operational leaders across the organization
- Develop overall park layout and experience vision with an eye to balancing guest experience, revenue generation, and operational needs by executing across the organization
- Champion safety & security planning for Stampede-time attractions
- Oversee procurement, negotiations, and contracting processes for programmed experiences

Qualifications

The ideal candidate will be proactive, optimistic and have worked in a dynamic environment where they have experience delivering on multiple priorities and will hold the following qualifications:

- Successful completion of a related bachelor's degree as a minimum
- Minimum of 10 years of experience in organizations with diverse operations.
- Minimum of 5 years at a management level.
- Proven success in leading and managing creative teams to achieve measurable outcomes.
- Experience staging complex and interconnected entertainment offerings
- Ability to balance multiple priorities including financial objectives, guest experience, and creative vision
- Demonstrated success in strategic business case development, presentation and execution
- Strong project management skills
- Ability to balance vision and goals with business case and operational execution
- Proven financial acumen
- Experience working with and relationship management of IATSE
- Accomplished team leadership, coaching and development
- Proactive business and programming leader with a background in dynamic environments and a passion for delivering exceptional experiences with positive financial results
- Comprehensive knowledge of the entertainment industry, trends and best practices – stage show development and production, concerts, broadcasting, entertainment and retail are required

- Ability to cultivate and leverage both internal and external relationships through superior and engaging communication

Benefits

The Calgary Stampede offers a unique and exciting work environment, an excellent total compensation package and the opportunity for advancement and employee training.

To Apply

To apply, please click [here](#).

All applicants are thanked in advance and only those selected for interviews will be contacted.