

RIDEAU PADDLEFEST COORDINATOR 2021
For Rideau Paddlefest, Saturday, September 18

Wage: \$16/hour

Hours per week: 15 hours

Job duration: 16 weeks starting June 14

Rideau Paddlefest Tentative Date: Saturday, Sept. 18, 2021

DELIVERABLES (hours indicated are approximate, tasks may change because of covid 19)

1. Coordinate Voyageur Canoe Race Team Formation and Registration (approximate 60 h)
 - a. Recruitment of Voyageur Canoe Race Teams
 - Contact previous years' teams and sponsors, youth groups, area businesses to market the races as a fun filled day of camaraderie and team building
 - b. Market Grand parents and grandchildren Racing teams
 - develop marketing strategy to attract families to this event
 - collaborate with Paddlefest working group to implement this marketing strategy
 - promote, register participants and coordinate races
 - c. Point person for Voyaguer Canoe Race Registration
 - advertise race registration on Paddlefest posters, Facebook page
 - twice weekly response to registrations and requests for information that come via the Rideau Paddlefest web site
 - point person for communicating with race team leads leading up to the race
 - d. Organize VIP Voyageur Tug-of-War in conjunction with the Rideau Paddlefest Organizing Committee, here after referred to as Committee
 - e. organize other appropriate events, e.g. singers performing in voyageur canoes
2. Coordinate Exhibitors (30 h)
 - a. Review exhibitor feedback forms from past years and work with the Committee to develop plan for the current year.
 - b. Contact previous and new exhibitors regarding attendance at 2021 festival
 - c. Point person for communication with exhibitors, including garnering verification of insurance as per Town of Smiths Falls requirements and Parks Canada.
3. Recruit and organize volunteers to help in various activities of Rideau Paddlefest, working closely with the Committee. (20 h)
4. Along with the Organizing Committee, develop and implement marketing plan, safety protocol and overall plan for the festival. (15 h)
5. Coordinate Rideau Canal Heritage Show, Photo Contest , other Family Activities and logistical tasks. (20 h)

6. Site Layout, logistics and execution (40h)
 - a. Coordinate site layout with working group and the Town of Smiths Falls
 - b. Organize volunteers with designated tasks to help with exhibitors, performers, racing teams etc.
7. Solicit feedback from exhibitors, racers and others to generate a report with recommendations next year and future Paddlefests. (20h)
8. Undertake other tasks related to 2021 Rideau Paddlefest as designated by the Committee(15h)
9. Generate operation manual for future Rideau Paddlefest (20h)

REPORTING RELATIONSHIP

To be confirmed.