



**Position Title:** Events & Village Experience Specialist  
**Reports To:** Events & Village Experience Manager  
**Department:** Marketing and Events

#### **JOB OVERVIEW:**

Blue Mountain Village Association (BMVA) is a renowned leader in marketing, events, and destination development, recognized for creating exceptional experiences in the tourism industry. We are seeking a dynamic **Village Events & Experience Specialist** to join our team. In this role, you will be at the forefront of executing world-class events, entertainment, and activations in Blue Mountain Village, ensuring an unforgettable experience for all visitors. You will collaborate with internal teams, resort partners, and third-party vendors to curate and manage seamless events, bringing our community to life. The ideal candidate will be passionate about event planning, customer experience, and delivering high-quality service while driving engagement and creating lasting memories for all who visit Blue Mountain Village.

#### **RESPONSIBILITIES:**

##### **Visitor Experience**

- Oversee the Ambassador team to ensure guests receive warm, welcoming assistance upon entry to the Village, with key messaging and exceptional customer service.
- Maintain comprehensive knowledge of Village commercial members, their products and services, mountain attractions, and local offerings, such as the Apple Pie Trail, to provide informed recommendations to guests.
- Collaborate with resort partners, suppliers, stakeholders, and visitors to align with the Village brand and BMVA strategy, creating a memorable and positive visitor experience.
- Ensure the cleanliness and visual appeal of the Village, maintaining a welcoming and well-kept environment.
- Manage and resolve guest conflicts promptly and professionally, following established processes for conflict resolution.
- Lead by example, motivating and guiding the Ambassador team to provide the highest level of service, enthusiasm, and professionalism, in line with the BMVA code of conduct and strategic priorities.
- Ensure the Events team has up-to-date resources (e.g., staff signage, event binders, schedules, etc.) to execute seamless events.

##### **Event Execution**

- Lead the execution of events and concerts, including entertainment load-ins and load-outs, seating arrangements, crowd control, signage placement, outdoor movie execution, family activities, artist transport, and general artist communications on-site.
- Oversee staff and delegate tasks to ensure smooth event operations.
- Manage the setup of entertainment and programming spaces, ensuring world-class support for entertainers and artists, clear communication, and a positive experience on-site.
- Act as the primary liaison with BMR Security and Grounds teams, ensuring logistics and event execution align with operational requirements.
- Ensure all entertainers, suppliers, visitors, and third-party partners adhere to Village policies, including risk management, health and safety regulations, load-in/out protocols, and fire codes.
- Assist the Senior Manager of Facilities & Operations with facility-related tasks during events, ensuring the cleanliness, safety, and aesthetics of the Village.

##### **Event Coordination & Administration**

- Provide task-oriented support to the Events & Village Experience Manager, ensuring smooth event coordination.



- Monitor and assess programming effectiveness, measure KPIs, gather post-event feedback, and recommend improvements.
- Collaborate with the Events Coordinator to create and maintain weekly/daily checklists, run-of-show documents, and other critical planning tools for organized event execution.
- Assist with communications and contract management for event planning in collaboration with the Events Coordinator.
- Oversee the planning and execution of third-party, corporate, and group events, ensuring logistics are addressed and events align with Blue Mountain Village standards.
- Attend BMVA staff meetings, event planning briefings, and BMR handover meetings as needed for effective communication and collaboration on event objectives.

#### **Job Requirements**

- Flexibility to work hours based on the seasonality of the tourism industry, including weekends, evenings, and holidays as necessary.
- Adhere to the BMVA Code of Conduct and comply with fire and safety protocols to ensure safe, efficient operations at the Village.
- This position requires on-site work, and candidates must **reside locally** to ensure availability and responsiveness.
- A valid G2 drivers license is required.

#### **Benefits & Miscellaneous**

- Health and dental coverage, access to hiking and winter lift passes, and opportunities for ongoing professional development.
- This job description provides a general overview and is not an exhaustive list of all tasks. The role may involve additional duties as required by business needs.