



Proposed Position Title: Director, Events and Strategic Initiatives South

Position Type: 1.0 FTE

Compensation: \$43–\$50 per hour, based on experience, education and other applicable factors. Benefits package available, Bird Creatives covers 75% of the cost of coverage.

Reports to: Principal Consultant

Location: Calgary based. Current team members are mostly based around Calgary and Edmonton, but we're not urban snobs! We all work remotely, so access to a reliable computer and internet connection is crucial. Some meetings and events may require you to be in-person occasionally.

About Bird Creatives: We're an award-winning creative industries consultancy. That might sound fancy, but our mission is simple: to deliver exceptional services and value through creativity, connection, and collaboration. Bird Creatives get right alongside clients with their projects, their passions, and their people. When they have a need, we're the (multi-talented and innovative) friend to call.

We accomplish this through developing an in-depth understanding of our clients and their needs, engaging our extensive network of influencers and professionals, and utilizing our years of combined experience in the arts, engagement, strategic planning, and project and event management. We also like to have fun.

As a small but incredibly agile team, Bird contractors and staff take on various roles at various times depending on project needs, which also creates opportunity for creativity within your role and exploration of new skills and diverse areas of work.

Our Values

Bring your best

- We take initiative and approach our work with authenticity.
- We listen to our clients' needs and find mutually beneficial and creative solutions to their challenges.
- We meet our commitments and deliver excellence.

Be kind

- We take care of ourselves and find the right work/life balance to meet our needs and the needs of the team.
- We are professional and approach our clients with patience and empathy.
- We listen to our clients with curiosity.
- We look after and support each other.

Build community

- We find ways that we can build community into every aspect of our work.
 - We support our clients to better connect with their communities.
 - We work together to make a difference and have a lasting impact.
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Position Description

We are looking for a visionary and collaborative **Director of Strategic Initiatives & Events, South** to lead the design and delivery of bold, community-driven projects across Alberta's creative economy.

This role sits at the intersection of **strategy, community engagement, and small and large-scale event production**—bringing ideas to life through meaningful partnerships, innovative programming, and unforgettable experiences. From city-shaping festivals to cultural strategies and industry initiatives, you'll help guide work that connects people, amplifies creativity, and strengthens communities.

At Bird, we work alongside our clients—artists, nonprofits, municipalities, and industry leaders—to co-create impact through **creativity, connection, and collaboration**.

What You'll Lead

Strategic Initiatives & Creative Projects

- Lead the development and execution of strategic initiatives that support the arts, culture and creative industries.
- Guide projects such as cultural strategies, music city initiatives, and community engagement frameworks.
- Collaborate with partners (municipalities, nonprofits, industry orgs) to co-create impactful, community-centred solutions.
- Translate research and insights into actionable plans, policies, and legacy strategies. Identify opportunities for innovation, partnerships, and long-term impact across the creative ecosystem.

Strategic Events, Festivals & Experiences

- Oversee the end-to-end delivery of major events, festivals, and activations (e.g., city-wide festivals, awards galas, international showcases).

Lead projects similar in scale and complexity to:

- Chinook Blast (city-wide winter festival)
- Canadian Country Music Awards
- Special Olympics Canada Winter Games ceremonies
- Community markets, music series, and cultural activations



- Ensure events are not only operationally excellent, but deeply engaging, inclusive, and reflective of the communities they serve.
- Drive innovation in experience design, programming, and audience engagement.

Partnerships & Community Building

- Build and nurture strong relationships with clients, sponsors, artists, and community partners.
- Act as a trusted advisor to organizations navigating the creative and cultural landscape.
- Lead sponsorship, community engagement, and partnership development efforts.
- Champion Bird Creatives' relational, community-first approach in every project.

Leadership & Operations

- Lead, mentor, and inspire a team of creatives, producers, and strategists.
- Oversee project portfolios, ensuring alignment with timelines, budgets, and impact goals.
- Develop scalable systems and playbooks for both strategic initiatives and event delivery.
- Contribute to company growth, business development, and thought leadership in the creative sector.

Why Bird Creatives

- Work on projects that shape cities, culture, and community.
- Collaborate with a team of artists, changemakers, and builders.
- Be part of a company that values creativity, relationships, and meaningful impact.

Who You Are

- A strategic thinker with a passion for arts, culture, and community impact.
- A proven leader in **complex project delivery**—from strategy to execution.
- Deeply experienced in **large-scale event production, festivals, and cultural programming**.
- Skilled at building relationships across many groups (government, nonprofit, creative industries).
- Comfortable working in a fast-moving, entrepreneurial environment.
- A connector—someone who brings people, ideas, and opportunities together.

The ideal candidate is... well, we don't know who you are yet. We're a wonderfully diverse and welcoming team, so we're not going to ask you to fit into a box. If you find the above position description imposing, just know that we aren't looking for perfection; we're striving for excellence, together.

Ideally, candidates will have at least 8–10 years of related experience. Demonstrable experience in event management, strategy and business development. We're open to conversation around your skills. We work as a team, so as long as you know your strengths and weaknesses, we can plan together to bring out the best in each other.

If this sounds like you, we would love to hear from you!



Please submit the following as a single PDF:

- Cover letter outlining your interest in the role and relevant experience
- Résumé

Send your application to info@birdcreatives.com with the subject line:
I'm your next Director, Events and Strategic Initiatives South

Deadline to apply: Tuesday, April 7, 2026. 4 PM MDT