

Position Title: **Events Coordinator**  
Department: Retail  
Reports to: General Manager, Retail Store  
Compensation: Salary to be negotiated, bonus eligible, health and dental benefits  
Created on: October 12, 2011

We passionately serve people who enjoy the outdoor lifestyle by delivering innovation, quality and value in our products and services. If you are customer focused, innovative, love the outdoors, and are ready for a new challenge, come join our team!

**Summary:**

Reporting to the General Manager, the Events Coordinator works with the management team to create a world class shopping experience by maximizing Cabela's Canada's sponsorship and effectively coordinating and managing promotional events.

**Responsibilities:**

- Coordinating and managing involvement in sponsorship, endorsement contracts, tournaments, media and all promotional events;
- Contributing to driving traffic to the retail store by creating and executing in-store events and promotions as well as Cabela's Classic events by region;
- Managing relationships with sponsors, associations, and Cabela's Pro Staff;
- Leading additional promotional projects;
- Developing in-store and partnership programs with Conservation organizations;
- Identifying conservation opportunities for Cabela's employees to be involved with through active participation.

**Qualifications:**

- One to five years of related promotional and marketing experience;
- Post secondary education in marketing combined with knowledge of marketing and promotional practices and procedures;
- Avid interest in Hunting, Fishing and its conservation;
- Strong computer and administration skills;
- Superior communication, presentation and interpersonal skills;
- Knowledge of and passion for Cabela's products and the outdoors;
- Membership in an outdoor association would be an asset;
- Must be able to work flexible shifts as needed, including evenings and weekends;
- Driver's license and reliable transportation are required in order to travel to rural areas of Manitoba.

Interested candidates should submit a cover letter and resume clearly indicating how they meet the position qualifications by e-mail to [recruiting@cabelas.ca](mailto:recruiting@cabelas.ca) or online at [cabelas.ca/careers](http://cabelas.ca/careers).

*We thank all applicants, however, only those selected for further consideration will be contacted.*