

Role: Special Event Director
Reports to: Company Director
Location: Banff/Canmore, Alberta
Status: 2/3 to Full Time - Contract

Pinnacle Fitness is an industry-leading Canadian sport management company that has produced major endurance sporting events in western Canada for over 30 years. Pinnacle Fitness is an organization comprised of former athletes and coaches that believes in a philosophy of helping athletes of all ages and levels achieve their goals. Pinnacle Fitness is currently seeking a passionate and experienced Special Event Director to oversee the delivery of a number of major sporting special events.

POSITION OVERVIEW:

The Special Event Director will play a crucial role in the planning, execution and delivery of major destination special events in Banff National Park including the very popular Banf Half Marathon and Melissa's Road Race (and potentially other events in the Bow Valley). The position will be responsible for permitting, planning and executing all aspects of event operations. Some evening and weekend work will be required, and preference will be given to a current resident of Banff or Canmore, Alberta. This is a 2/3 remote contract position in the first year (with the potential to grow quickly to a full-time position). An attractive professional compensation package will be offered for a qualified candidate.

ROLES & RESPONSIBILITIES:

- Plans, manages and executes the delivery of safe, participant-centred special events.
- Stewards partnerships with community stakeholders.
- Leads the training and management of event staff.
- Manages volunteer recruitment, training and recognition.
- Is able to manage digital assets for promotional use (registration/social media/website).
- Develops and maintains event-related budgets, timelines, and operational plans to ensure the successful execution of events. Operates within identified budget.
- Collaborates with municipal and Parks officials to secure necessary permits, resources, communication plans, and support.
- Assists in marketing initiatives and media to maximize participation and engagement.
- Collaborates with internal teams, external partners, and suppliers.
- Supports the fulfillment of sponsor benefits and activations at assigned events.
- Serves as primary point of contact for all aspects of the events including customer service.
- Ensures participants have a safe and positive experience.
- Ensures a well-managed race route that is well-marked, safe, well-marshaled, accurate, clean, includes highly functioning Aid Stations, and is an enjoyable experience for the participants showcasing the features of the area.
- Manages a number of event related programs including sustainability, charity, stewardship, VIP, athlete services, aid stations, merchandise, elite athletes, race package pick-up, virtual event bag, Sport Expo, and other event activities (ie. Kids Run, Yoga, etc).
- Completes extensive post-event reporting including detailed final reports, statistics, summaries, and recommendations.
- Delivers participant surveys and evaluates feedback to identify areas for improvement and implement strategies for enhancing the participant experience.
- Stays current on industry trends, best practices, and relevant regulations to inform event planning and management decisions.

REQUIRED SKILLS, KNOWLEDGE, & ABILITIES:

- Post-secondary education in event/sport/recreation management, event hosting, recreation, or another applicable related field.
- Minimum of 3 years of experience in event planning and management, preferably in the sports or outdoor recreation industry.
- Strong writing skills for applications, proposals and reporting.
- Ability to operate under a flexible schedule including weekends.
- Access to a vehicle and valid driver's licence.
- Knowledge/experience in endurance sport is considered an asset.
- Passion for fitness and outdoor recreation, with a commitment to promoting active lifestyles.
- Self-motivated and accountable for results; takes initiative and ownership of tasks.
- Superior organizational skills in planning and completing projects within set deadlines; high attention to detail and accuracy.
- Strong project management skills, with the ability to multitask, prioritize, and meet deadlines in a fast-paced environment.
- Excellent communication and interpersonal skills, with the ability to build relationships and work effectively with diverse stakeholders.
- Excellent organizational and time management skills, with the ability to prioritize tasks effectively.
- High degree of adaptability, work independently and make decisions as well as lead a volunteer team to a common goal.
- Capable of performing various manual labor tasks, including lifting over 25 pounds regularly as part of event duties.
- Proficiency in Microsoft Office Suite.
- Valid Class 5 Drivers License issued in Alberta, and vehicle are required.
- Must be legally entitled to work in Canada and proficient in English.
- Completion of clear Criminal Record Check and organizational screening required.
- The incumbent is expected to be in regular contact with the Company Director or their representative and to be responsive via phone, email, internal messaging systems, etc.

APPLICATION DETAILS:

Please forward resume and cover letter to info@pinnaclefitness.ca .

This competition will close on November 28th, 2025.

Successful interview candidates will be contacted.

Interview period will take place December 8th to 10th in Canmore, Alberta.