

Career Opportunity (October 2026)

Job Opportunity: Manager, Canadian Business Hall of Fame & Events

Full-time, permanent, remote [within 2 hours drive of Toronto]

Requires travel for production across Canada [up to 50 days/year]

About JA Canada & the Canadian Business Hall of Fame

[Junior Achievement \(JA\) Canada](#) is hiring a Manager, Canadian Business Hall of Fame & Events to oversee CBHF as a brand property and fundraising vehicle for JA Canada. The Manager will also serve as the strategic lead for other JA signature events and related communications.

JA Canada serves as the national headquarters for Junior Achievement in Canada. As a member of [JA Worldwide](#), JA Canada has partnered with the Canadian education system and volunteers since 1955 to deliver financial health, work readiness, and entrepreneurship programs. All JA programs are designed to inspire and prepare youth to succeed in the global economy. Through a network of 15 regional offices nationwide, and employing best in class digital learning management systems and platforms, JA Canada delivers over 530,000 student learning experiences annually. Our motto: *Success Starts Here!*

Supporting its mission, JA Canada created and annually hosts the [Canadian Business Hall of Fame](#) (CBHF) Induction Ceremony and Celebration (gala-style fundraising event), to recognize outstanding business leaders, their contributions to the Canadian economy, and who serve as role models for youth.

About the Role

Reporting to the Director of Marketing, the Manager of the Canadian Business Hall of Fame & Events will plan and execute JA Canada's signature fundraising event- the Canadian Business Hall of Fame Induction Ceremony and Celebration Event (reception & gala style event; 700+ guests at Metro Toronto Convention Center in May of each year; approx. 30 sponsors, generating \$1.5M). The Manager is also responsible for year-round management of the CBHF brand and property and will play a key role in shaping and executing JA's signature, third party and partnership events and communications strategy.

Responsibilities include:

- 1. Event planning, guest management & execution**
- 2. CBHF brand, marketing & communications**
- 3. Companion Legacy Videos**
- 4. Companion Installation & Profiling Strategy**
- 5. CBHF Inductee & Stakeholder Relations**
- 6. Support sponsorship strategy and activation**
- 7. Serve as internal event expert and strategy lead for third party, partner and regional office signature events**

About the Marketing & Events Team:

- JA Canada's national marketing team oversees the brand strategy, content and communications/media channels partnering with the Programs and Resource Development teams to amplify the brand, inspire audiences, drive engagement with programs, execute signature events and celebrate donor/partner impact.
- The Manager, Canadian Business Hall of Fame & Events joins a team overseen by the Chief Development Officer, and led by the Director of Marketing, two Senior Managers of Marketing each with a hybrid business partner and channel accountability, and two Marketing Coordinators dedicated to programs, regional office communications, and social media.
- The Manager will work closely with executive team members, and members of the Resource Development Sponsorship team.

Experience and Qualifications

The ideal candidate is a professional and creative event and communications specialist with strong project management skills. They are an exceptional relationship manager, a natural collaborator with diverse event planning, sponsor activation, and engagement skills.

- 4+ years experience in relevant event & brand/communications management
 - Experience planning and executing both in-person and virtual events
 - Experience with award events
 - Experience with non-profit fundraising galas and/or Business leadership events
- Exceptional project management and planning skills
- Strong event budget management skills and ability to negotiate with vendors
- Strong interpersonal and relationship management skills lending themselves to stakeholder stewardship, guest management, donor cultivation
- Brand marketing and communications, writing, briefing and digital asset design experience required
- Human interest storytelling, video &/or documentary production experience an asset
- Sponsorship experience an asset
- Website management experience (Wordpress) an asset
- Requires proficiency and strength working with the following tools:
 - Event & guest management platforms (e.g. Pheedloop)
 - Canva
 - Microsoft Office Suite (especially PowerPoint and Excel)
 - Project management tools (e.g. Asana)
- Experience working with the following tools, an asset:
 - Adobe Creative Suite
 - Generative AI + LLM AI tools
- Able to manage multiple tasks simultaneously, lead cross-functional teams and thrive in a complex environment with competing priorities

Detailed Duties and Responsibilities:

1. **CBHF Induction Event planning, guest management & execution**

- Develop and effectively manage CBHF budget to maximize financial ROI: Manage invoicing and expenses. Secure value-in-kind sponsors and discounts.
- Oversee event logistics, timelines and work-back schedules.
- Manage venue, production, décor, food & beverage, AV vendors and entertainment.
- Guest management: Coordinate complimentary & strategic guest invitations. Manage Pheedloop event platform, guest RSVP/registration process, dietary, floorplan & table assignments.
- Facilitate accessibility requirements and ensure appropriate health, safety and security protocols are in place with the venue.
- Develop event assets including event run sheets and script; visual presentation materials.
- Coordinate engagement of emcee/talent, speakers, volunteers, and participants.
- Contribute to and manage the development of innovative strategies to engage youth, volunteer, and event attendees.
- Mobilize, coordinate, train/prepare staff and volunteer event support team.
- Oversee post-event production: Secure all event photography and manage production and editing of event video. Inventory all files and assets.
- Document processes, feedback, learnings and facilitate reporting.

2. **CBHF brand, marketing & communications**

- Oversee brand look and feel, anchor messaging for CBHF year-round.
- Develop comprehensive "365" communications (marketing, PR, media) strategy to raise the profile of events and related awards.
- Develop CBHF social media calendar, produce and deploy social media assets.
- Manage CBHF website strategy, annual updates and analytics.
- Design event assets, signage, certificates, presentation materials, etc.
- Oversee relationship and strategy with Globe and Mail for production of special announcement and articles.
- Coordinate with media outlets for interviews and ads.
- Develop annual impact report.

3. **Companion Legacy Videos**

- Develop annual scope of work and manage relationship with Video Production Company. Provide strategic creative direction and detailed feedback to ensure videos meet CBHF standards for storytelling tone and historical significance.
- Oversee the production of Companion Legacy Videos from initial planning through final delivery, ensuring each video effectively captures the Inductee's story, accomplishments, values, leadership and lasting impact.
- Develop and maintain detailed production timelines for each Legacy Video.
- Coordinate video shoot logistics (scheduling, travel, locations, etc.) across Inductees, executive assistants, family members, production vendors and internal stakeholders.
- Support the development of customized interview questions and discussion guides for each Inductee.

- Conduct or co-conduct interviews for Legacy Videos, traveling across Canada, creating a comfortable and engaging environment that draws out compelling personal stories, leadership insights and reflections on their careers and impact.
- Actively collaborate throughout the creative and editorial process, including reviewing storyboards, footage, scripts, rough cuts, and final edits.
- Manage the review and approval process with Inductees and their representatives; consolidating feedback, coordinating revisions and securing final approvals within established production timelines.
- Maintain organized records of video assets, approvals, photography, biographies, and other communications assets associated with each Companion.
- Identify opportunities to leverage Companion stories across JA Canada platforms.

4. Companion Installation & Profiling Strategy:

- Engage vendors to produce customized awards, portraits
- Manage upkeep/redesign of CBHF Brookfield Installation overseeing creative vendors and liaising with property management team at Brookfield Place.
- Develop and execute unique digital media showcase campaign to profile Companions and generate awareness and engagement with the Canadian Business Hall of Fame.

5. CBHF Inductee & Stakeholder Relations

- Assist with CBHF Nominations, Selection Process & Governance, providing admin support to the CBHF Governance Committee (GC) and Selection Committees (SC); attend and support executive team members at meetings; and coordinating stakeholder participation at CBHF.
- Maintain consolidated list of all Companions and local BHOF laureates
- Manage relationships with CBHF Inductees, coordinating orientation, legacy videos and collection of communications assets. Prepare Inductees for event (personalized itineraries/ run of show, collecting speaking notes, Q&A, etc.).
- Steward relationship with host/ emcee, former Companions and CBHF stakeholders.

6. Support sponsorship strategy and activation

- Assist the development of event sponsorship strategies and sales tools.
- Support prospect identification and solicitation.
- Support relationship management, co-develop and execute sponsors activations.

7. Serve as internal event expert and strategy lead for third party, partner and regional office signature events

- Co-develop strategy and playbook for nationally managed territories signature fundraisers, impact events, and local Business Halls of Fame.
- Support the planning and execution of JA Canada and regional offices fundraising and impact events. Collaborate with regional teams on production planning and execution, including on-site event support.
- Share best practices with JA staff across Canada.
- Manage third-party events and relationships in support of JA.

Application Process

Interested candidates are invited to submit their resume with a cover letter that highlights alignment to the position qualifications to careers@jacanada.org. Please list "Manager, CBHF & Events" as the subject.

Note direct LinkedIn applications will not be considered.

Candidates are encouraged to apply as soon as possible. Applications will be reviewed on a weekly basis. Posting will remain open until a suitable candidate is secured.

JA Canada Commitment to EDI&A:

JA Canada is committed to an equitable, diverse, inclusive and accessible environment where differences are valued and respected in all areas of our business. We welcome and encourage applications from people of all backgrounds and abilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. JA Canada will not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed (religion), sex (including pregnancy and gender identity), sexual orientation, disability, age (18 and over), record of offenses for which a pardon has been granted, marital status (including same sex partners), family status (being in a parent-child relationship), or any other grounds prohibited by the Canadian Human Rights Code.

Hiring Process:

- We thank all candidates for their interest in advance. Based on anticipated volume of applicants, we will only respond to successful applications.
- A short list of successful applicants will have an initial screening survey or interview.
- A formal interview will be conducted by two members of the Marketing Department and an HR representative.
- An offer of employment with JA Canada is conditional upon the successful completion of a background verification check, subject to applicable laws and regulations.