



## Director, Client Event Services (Management / Event Services)

**Location:** Remote (Canada or continental United States)

**Reports to:** Founder & Managing Partner

**Employment Type:** Full-time

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### Why This Role Exists

ATWM is in a deliberate growth phase — scaling our people, our processes, and the complexity of programs we deliver. The Director, Client Event Services plays a pivotal role in that journey.

This role exists to lead our Client Event Services function end-to-end: people, delivery, financial accountability, and client outcomes. You'll be responsible for ensuring our event programs are delivered on time, on budget, and to the exceptionally high standards our clients expect — while also helping build the structure, systems, and leadership rhythm that support sustainable growth.

This is a senior leadership role for someone who is equal parts strategic, operational, and hands-on, and who is comfortable navigating ambiguity in a fast-growing agency environment.

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## What You'll Work On

This role spans several interconnected areas of responsibility:

### **Leadership & Accountability**

You'll lead a high-performing team of event professionals and hold full accountability for client program success.

- Provide end-to-end oversight of client event programs, ensuring alignment with ATWM's standards, goals, and values
- Foster a culture of accountability, ownership, and excellence across the Client Event Services team
- Serve as the primary escalation point for delivery, resourcing, and execution challenges
- Balance strategic oversight with hands-on involvement when required

### **Event Strategy & Overall Event Design**

You'll guide the strategic direction of client programs from concept through execution.

- Partner with clients and internal stakeholders to define event strategy, vision, and success criteria within budget parameters
- Translate client objectives into actionable delivery plans and meaningful event experiences
- Guide teams using industry best practices, emerging trends, and client goals
- Ensure events are impactful, well-executed, and aligned with both client expectations and ATWM's brand

### **Strategic People Management & Development**

You'll be responsible for building, developing, and supporting a strong, engaged team.



- Lead, mentor, and coach a team of Event Managers and event professionals
- Act as the primary people leader for your team, with support from Operations as needed
- Maintain a consistent rhythm of 1:1s and team check-ins to ensure clarity, support, and performance
- Partner with Operations and Client Technology leadership to plan resourcing 6–12 months out
- Lead performance development cycles, including goal setting, feedback, and formal reviews
- Identify growth opportunities and career pathways for team members

### **Financial Oversight & Profitability**

You'll hold accountability for the financial health of client programs.

- Maintain overall ownership of client budgets, forecasts, and financial outcomes
- Monitor project hours against estimates and proactively flag risks to scope, budget, or margin
- Identify opportunities to optimize resourcing, costs, and delivery efficiency
- Ensure financial accuracy, transparency, and alignment with ATWM revenue goals
- Partner with Revenue and Operations to ensure what is sold aligns with what is delivered

### **Process Development, Documentation & Training**

You'll help shape how the team works — today and as we scale.

- Set the vision and standards for process documentation and knowledge sharing
- Own the structure, governance, and effectiveness of the Confluence knowledge base
- Ensure documentation is practical, current, and actively used by the team



- Develop and evolve structured onboarding, training, and enablement programs
- Lead the team in adopting Agile ways of working, including sprint-based delivery and ceremonies
- Guide learning and development investments aligned with agency growth

### **Quality Assurance & Risk Management**

You'll ensure delivery excellence and proactive risk management.

- Establish and oversee quality assurance standards across all client programs
- Proactively identify risks and develop mitigation strategies
- Ensure compliance with contractual, operational, and delivery expectations
- Support teams in navigating complex or high-risk program elements

### **Stakeholder Engagement & Communication**

You'll act as a senior point of contact internally and externally.

- Foster strong communication across teams, clients, vendors, and partners
- Lead strategic client conversations, updates, and planning discussions
- Ensure alignment across stakeholders on scope, timelines, and objectives
- Represent ATWM with professionalism, clarity, and confidence

### **Programmatic Management & Account Partnership**

While not an Account Manager role, this position works closely with Revenue and Account leadership.

- Maintain end-to-end accountability for program execution across clients
- Partner with Revenue to translate new deals into clear, executable delivery plans
- Support early-stage client ramp-up, internal handoffs, and tooling setup when needed



- Provide delivery and feasibility input into pricing, packaging, timelines, and scope
- Help shape a scalable Account Management model as the organization evolves

### **Contributing to ATWM's Growth**

Beyond delivery, this role helps shape ATWM's future.

- Act as a senior leader and brand ambassador for ATWM internally and externally
- Drive cross-functional collaboration across Event, Technology, Operations, and Revenue
- Contribute to internal initiatives, planning, and continuous improvement efforts
- Maintain and evolve internal standards, templates, and best practices

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### **What You Bring**

You're a seasoned event leader who thrives in complex, high-accountability environments.

- 10+ years of experience leading complex, large-scale event programs in a B2B environment
- 5+ years of people leadership experience in delivery-driven environments
- Strong financial acumen and experience managing multi-million-dollar budgets
- Deep experience with event procurement, sourcing, and contract negotiations
- Confidence managing senior stakeholders and presenting at an executive level
- Exceptional organizational skills paired with strategic, big-picture thinking
- Comfort managing up, down, and across organizations
- Resilience, decisiveness, and calm under pressure



## Experience We're Looking For

- Strong proficiency with event technology platforms (RainFocus preferred; Cvent, Swoogo, others)
- Experience working in Agile or hybrid delivery environments
- Deep experience managing hotel and venue contracts, including complex room block structures
- Familiarity with tools such as Asana, Jira, Harvest, Confluence, Slack, and Microsoft 365
- Comfort leveraging technology (including AI tools) to improve efficiency and outcomes
- Familiarity with data privacy, compliance, and GDPR considerations

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## Why ATWM

At ATWM, you'll join a senior leadership team that values trust, autonomy, and thoughtful growth. You'll have the opportunity to shape not just how events are delivered — but how our agency operates, scales, and evolves.

This is a role for someone who wants to build something while leading a team with intention, authenticity, and deliver work they're proud of.

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## Essential Physical Abilities

- Ability to walk, stand and/or sit for extended periods
- Ability to reach above shoulder and lift items up to 23 kilograms
- Ability to travel internationally

## Essential Language and Computer Skills

- Proficiency in reading and writing in English
- Proficiency with Microsoft Office tools
- Experience navigating a PC and performing basic troubleshooting skills

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## Compensation

Compensation for this role is aligned to a defined internal pay band and will be determined based on relevant experience, skills, and scope of responsibility.

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ATWM is an equal opportunity employer which values diversity in the workplace. If you require accommodation in order to participate in the hiring process, please contact us at [operations@atwm.ca](mailto:operations@atwm.ca) to make your needs known in advance.

Please send your resume to: [operations@atwm.ca](mailto:operations@atwm.ca).