



Director, Client Event Services (Management / Event Services)

Location: Remote (Canada or continental United States)

Reports to: Founder & Managing Partner

Employment Type: Full-time

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.



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

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

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.



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

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.

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 to make your needs known in advance.

Please send your resume to: operations@atwm.ca.