

## Head of Crankworx World Tour Operations – Job Description Crankworx Events Inc.

### **Role Summary**

The Head of Crankworx World Tour Operations is responsible for the strategic leadership, operational execution, and long-term scalability of the Crankworx World Tour event platform globally. This role will also serve as Event Director for the Crankworx Whistler Festival — overseeing the successful delivery of Crankworx’s flagship festival.

This role oversees the planning and delivery of all Crankworx festival and event operations across multiple international destinations, ensuring operational excellence, consistency, safety, financial accountability, and alignment with the Crankworx brand and athlete experience.

The successful candidate will lead operational systems, logistics, event production coordination, venue operations, staffing structures, and cross-functional event execution while helping evolve Crankworx into a best-in-class global live event platform.

This is a senior leadership role requiring extensive experience managing complex, multi-stakeholder live events within sports, festivals, touring productions, or large-scale destination events.

### **Key Responsibilities**

#### **Global Event Operations Leadership**

- Lead operational planning and execution across all Crankworx World Tour events globally.
- Develop and oversee event operational frameworks, timelines, systems, and delivery standards.
- Ensure consistency, efficiency, and quality across all event locations while maintaining the unique culture and identity of each stop.
- Establish scalable operational processes to support future growth of the World Tour.
- Serve as Event Director for Crankworx Whistler, leading cross-functional planning, stakeholder coordination, and on-site operational execution for the organization’s flagship festival.

#### **Event Delivery & Site Operations**

- Ensure all operational components of event execution, including:
  - Venue operations
  - Site infrastructure
  - Athlete services
  - Accreditation
  - Transportation and logistics
  - Workforce planning

- Vendor coordination
- Broadcast operational integration
- Scheduling and run-of-show coordination
- Work closely with local organizing committees (LOC) and venue partners to ensure successful event delivery.

## **Leadership & Team Management**

- Lead and mentor the Crankworx Event Operations team across all functional areas.
- Build clear operational accountability structures and improve internal communication workflows.
- Support recruitment, onboarding, training, and professional development of operational staff.
- Foster a collaborative, solutions-oriented, high-performance event culture.

## **Operational Systems & Knowledge Management**

- Develop and maintain operational playbooks, SOPs, documentation systems, and event reporting processes.
- Reduce dependency on informal knowledge through standardized operational systems.
- Implement continuous improvement initiatives across all events and departments.
- Drive cross-event learning and operational consistency year over year.

## **Compliance, Safety & Risk Management**

- Oversee operational risk management frameworks across all events.
- Ensure compliance with:
  - Municipal permitting requirements
  - Venue regulations
  - Safety protocols
  - Insurance requirements
  - Governing body standards
  - Local operational regulations
- Work closely with local event partners and stakeholders to ensure all operational obligations are met.

## **Financial & Strategic Oversight**

- Develop and manage operational budgets in collaboration with executive leadership.
- Monitor operational spending and resource allocation across the World Tour.
- Identify efficiencies and operational improvements while maintaining event quality and athlete experience.
- Contribute to long-term strategic planning and future event expansion initiatives.

## **Stakeholder & Partner Coordination**

- Serve as a key operational liaison between Crankworx HQ, local organizing committees, venues, governing bodies, suppliers, and production partners.

- Support alignment between operations, sport, production, commercial, media, and marketing teams.
- Build strong working relationships with international event partners and host destinations.

## **Qualifications & Experience**

### **Required Experience**

- 5+ years of experience in live event operations, sports management, festival operations, touring productions, or comparable large-scale event environments.
- Proven experience leading operational delivery for complex multi-day, multi-stakeholder events.
- Strong leadership and team management experience.
- Experience managing budgets, logistics, staffing, and operational systems.
- Demonstrated ability to operate effectively in high-pressure live event environments.

### **Preferred Backgrounds**

Experience within one or more of the following environments is considered highly valuable:

- International sports events
- World Cup or Olympic environments
- Endurance or action sports events
- Music or cultural festivals
- Broadcast-integrated live productions
- Destination events or tourism-based event properties

### **Key Competencies**

- Exceptional operational planning and organizational skills
- Strong leadership and communication abilities
- High-level problem solving and adaptability
- Ability to balance structure with flexibility
- Strategic thinking with strong execution capability
- Calm and effective decision-making under pressure
- Strong stakeholder and relationship management skills
- Deep understanding of live event environments and operational realities

## **Role Overview**

### **Reporting Structure**

- Reports to: Managing Director
- Primary operational leadership responsibility for all Crankworx World Tour events, with direct Event Director oversight of Crankworx Whistler.
  - Direct Reports: Event Operations Managers, Logistics, Site Operations, and related operational staff, sport operations, LOC management
- Works Closely With:

# CRANKWORX WORLD TOUR

- Broadcast & Production
- Commercial Partnerships
- Marketing & Communications
- Host Destinations & LOCs
- Finance

## Travel Requirements

- International travel required throughout the Crankworx World Tour calendar.
- On-site leadership presence required during all major event periods.

## What Success Looks Like

Within the first 12–24 months, success in this role would include:

- Improved operational consistency across all World Tour stops
- Stronger documentation and knowledge-transfer systems
- Reduced operational dependency on key individuals
- Improved cross-department communication and planning
- Enhanced operational readiness and scalability
- Increased confidence from venues, partners, athletes, and stakeholders
- Stronger long-term operational foundations for global growth

## Employment Structure & Compensation

- This role is intended as a full-time permanent position, though a contract structure may be considered for the right candidate depending on experience, location, and availability.
- Expected compensation range: **\$80,000–\$100,000 CAD**, commensurate with experience, qualifications, and scope of responsibilities.
- Benefits become available after a probationary period, and includes a competitive vacation and flex day program, enrollment in the company group health plan, RSP matching program, a Whistler Mountain Bike Park season pass, and access to industry discounts.

## Why This Role Matters

Crankworx’s mission is to be the ultimate experience in mountain biking, and this role is central to that. This role’s main goal is to protect the athlete and fan experience while building the operational systems necessary for the next phase of global growth.

**Position Type:** Full-time

**Start Date:** ASAP

Submit applications via email; including a cover letter and resume, with “Head of Crankworx World Tour Operations” as subject line to [catherine@crankworx.com](mailto:catherine@crankworx.com).

We thank everyone for their interest in joining the Crankworx team; however, only candidates selected for the next stage of the hiring process will be contacted.