

**Position Description: Marketing, Events and Volunteer Co-ordination**

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| **Job title** | Marketing, Events and Volunteer Co-ordination**Contract TERM – 25 PLUS HOURS PER WEEK June 21st – Sept 30/21** |
| **Reports to** | Executive Director |
| **Open until filled** |  |
| **To apply** | Submit resume with cover letter to Office Administration: Tanya Taylor tanya.taylor@cawes.com |

**Job purpose**

The Marketing, Events and Volunteer Co-ordinator is a high energy individual who supports efforts to raise and enhance the profile of CAWES through a wide range of activities and projects. This role assists CAWES to reach its public awareness and fundraising objectives, volunteer recruitment and support, and support the overall sustainability of CAWES.

Key responsibilities include the development and implementation of CAWES marketing plan and the facilitation of events and partnerships to achieve CAWES strategic goals.

**Duties and responsibilities**

The Marketing, Events and Volunteer Co-ordinator is responsible for the implementation and coordination of CAWES major events and for coordinating our resources to ensure we meet CAWES goals and objectives for increasing CAWES financial resources. This position will work closely with the senior leadership team and the development office to ensure the volunteering, events and fund development strategies are met.

* Designs and executes major flagship fundraising event, Shelter Ribfest, Trash Your Dress for CAWES event.
* Designs and executes fundraising and recognition events;
* Solicits sponsorship for Ribfest and Trash Your Dress for CAWES event
* Coordinates volunteers for events
* Coordinates processes and schedule for major events
* Provides and schedules volunteer for events and coordinates to ensure smooth fundraising events.
* Recruits trains and supports volunteers
* Attend staff meetings and Fundraising Committee meetings.
* Developing marketing materials for external distribution for fundraising and awareness resources; including social media
* Providing marketing support for CAWES fundraising activities and initiatives;
* Steward and maintain CAWES brand integrity and visual identities at flagship events
* Work on a coordination schedule for event and provide tangible outcomes & deliverables to the Executive Director and CAWES Board of Directors.
* Be able to work under pressure and within deadlines.
* Experience with working with public, AGLC, cashier, tickets, etc.

**Core Job Competencies**

* Demonstrates outstanding written and verbal communication skills
* Strong knowledge of social media and web‐based platforms and measurements
* Highly organized
* Facilitates meetings in an organized and productive manner
* Completes projects in a manner that produces quality and timely results
* Applies strong knowledge of gendered analysis and violence against women
* Effectively gathers, synthesizes, integrates and interprets multi‐faceted information from a wide range of sources and perspectives. Committed to lifelong learning.
* Establishes and maintains effective working relationships with others
* Positively influences conflict identification and resolution through facilitation, negotiation and mediation
* Demonstrated ability to take the initiative and problem solve

**Qualifications**

A Bachelor’s degree preferred in a related field; or extensive experience in volunteering, marketing or Public Relations. **A combination of education and experience will be considered for applicants with practical experience running flagship events**.

The preferred candidate will have:

* Experience with volunteering
* Excellent written and verbal communication skills
* The ability to manage multiple simultaneous projects effectively
* Experience working in a small team environment
* Supervisory skills
* A working knowledge of Microsoft Office, Social Media, digital photography and web‐based platforms
* A valid Alberta Driver’s License
* Be willing and able to travel throughout Central Alberta

**Working conditions**

This position works from home or the CAWES office. Hours of work are flexible and require some evening and weekend work.

**Physical requirements**

This position requires spending significant periods of time working at a computer, talking on the telephone and event set‐up and coordination. Travel reimbursement and cell phone/ internet compensation available.