

## Position Description: Marketing and Events Coordinator



<b>Job title</b>	Marketing and Events Coordinator
<b>Reports to</b>	Executive Director or designate

### Job purpose

The primary responsibility of the ACWS Marketing and Events Coordinator is to identify and recruit sponsors, funders and trade show participants as they help to help shape, plan and execute a new conference in Alberta on ending gender-based violence in late winter 2019. Other responsibilities include the support, planning and execution of ACWS conferences and public awareness events, including the Breakfast with the Guys, an Outcomes conference, and a Provincial Forum on Safety from Violence in the fall 2018.

The right candidate is a creative, high energy individual who supports marketing, execution and evaluation of high profile events, developing a sustainable base on which to build further, ongoing conferences in these areas. This eight-month contract position will support ACWS meeting its' objective to host these major events as well as support other high-profile events and organizational sustainability.

It is also important that this position is familiar with the issue of violence against women and has a feminist analysis.

### Duties and responsibilities

The Marketing and Events Coordinator works closely with all portfolio leads to ensure successful planning and implementation of the major conferences listed below, with the majority of workload associated with the gender-based violence prevention conference. To ensure success, this position will:

1. Ensure timely and effective communication: Working closely with the Executive Director, the Marketing and Events Coordinator supports the assigned portfolio leads individually and attends monthly staff meetings as requested. This position also works closely with the Communications and Partnership Advisor to ensure alignment of all conference activities with our overall communications, sponsorship and fundraising goals with a marketing package created for all ACWS events.
2. Collaborate closely with the Leading Change Program Developer on the planning and implementation of the Gender Based Violence Prevention Conference to:
  - Become familiar with Leading Change in order to successfully market the event
  - Identify and actively pursue marketing opportunities, sponsors and partnerships with the creation of related support materials

- Advise on event structure and identify ways to optimize sustainability opportunities
  - Participate in the creation of the event fee structure (participants)
  - Identify and organize social and ancillary activities that add value for sponsors and participants
  - Create and offer conference social media content for publishing
  - Provide feedback on and contribute to event elements like graphics, communications materials, website
  - Lead the registration set up and process (pre-conference and on-site) and support ACWS staff in administering registration process day-to-day
  - Coordinate event services such as rooms, transportation and food service
  - Coordinate logistics for speakers
  - Specify staff/volunteer requirements during the event and coordinate their activities
  - Monitor event activities to ensure client and event attendees are satisfied
  - Proactively handle any arising issues and troubleshoot any problems during the event
  - Support the creation and implementation of event-specific evaluation mechanisms
  - Ensure compliance with insurance, legal, health and safety obligations
  - Provide regular progress reports to the Leading Change Program Developer and other staff as required.
3. Collaborate closely with the Communications and Partnership Advisor to support the 2018 Breakfast with the Guys and related events during Grey Cup Week.
  4. Collaborate closely with the Training and Program Development Advisor on the planning and implementation of an Outcomes Conference in September, 2018.
  5. Collaborate closely with the Research and Project Advisor to support the Provincial Forum on Safety from Domestic Violence

For all events it is expected that the position will:

- Become familiar with the conference/event objectives and serve as an ambassador for promoting the event and fulfilling event objectives
- Finalize the negotiation with the event venue and finalize the quote
- Create and offer conference social media content for publishing
- Provide feedback on and contribute to event elements like graphics, communications materials, website
- Lead the registration set up and process (pre-conference and on-site) and support ACWS staff in administering registration process day-to-day
- Coordinate event services such as rooms, transportation and food service
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- Ensure compliance with insurance, legal, health and safety obligations
- Provide regular progress reports to the Research and Project Advisor and other staff as required

### **Administration**

- Prepares reports for funders, members and others as identified by the Executive Director and the portfolio leads.
- Tracks event planning progress and notifies the Executive Director and project lead of issues/concerns that may impact timing, budget, registration and attendance.
- Support supplier selection, management and reporting in accordance with ACWS policies
- Effectively and accurately communicate relevant project information to ACWS staff.

### **Core Competencies**

- Understanding of gendered analysis
- Establishes and maintains effective working relationships with others
- Resolves conflict through facilitation, negotiation and mediation
- Contributes to the wellbeing of the ACWS organization
- Proven track record in sponsor recruitment special events planning, execution and evaluation
- Strong interpersonal and communications skills, both written and verbal
- Established professional network supporting the development of sponsorships
- Strong knowledge and use of social media and web-based platforms
- Strong sense of professionalism
- Highly organized
- Proficiency in use of computer for:
  - Data bases
  - Spreadsheets

### **Qualifications**

The successful candidate will have a post-secondary degree in Marketing, Public Relations, or a related field. A combination of education and experience will be considered for applicants with a minimum of 5-10 years of combined professional experience.

The preferred candidate:

- Has experience in programming conferences, trade shows, workshops, symposia, and knowledge exchange
- Understanding of, and experience in, sales, corporate sponsorships and managing sensitive relationships
- Has significant experience working collaboratively
- Is proficient in the use of Microsoft Office software
- Holds a valid driver's license; and
- Is willing and able to travel throughout Alberta on a regular basis.
- Has a strong understanding of violence against women and related issues.

### **Working conditions**

The Marketing and Events Coordinator will work primarily from the ACWS offices. Hours of work are 7.5 hours per day, Monday to Friday, during regular office hours (8:30 - 4:30).

### **Physical requirements**

This position requires spending significant periods of time working at a computer and talking on the telephone. Some travel may be required.

### **Direct reports**

This position has no direct reports