



## JOB DESCRIPTION

<b>DEPARTMENT</b>	Foundation/Fundraising	<b>DATE</b>
<b>JOB TITLE</b>	Coordinator of Events and Communications	April 10, 2017
<b>LINE MANAGER</b>	Executive Director	

---

**POSITION SUMMARY AND SCOPE:**

---

Responsible for planning, implementing and monitoring annual and third-party fundraising events. Develops internal and external communications in relation to events, as well as manages HGT's online identity. Work involves soliciting event sponsorship, and developing and supporting the Events Committee and Events Volunteers Team.

**DUTIES AND RESPONSIBILITIES:**

- Works with the Foundation and ED to formulate an annual work-plan for Events.
- Administers and monitors annual events budget.
- Coordinates annual and third-party events ensuring effective implementation, and to maximize revenue potential. Annual events include:
  - Ski and Snowshoe Day - February
  - Hike or Bike for Hospice – May
  - Golf Tournament (Tim Hortons 2017/18/19)
  - Cinema Club
  - Annual Gala - September
- Develops and supports the various Event Committees.
- Identifies, cultivates and solicits sponsorship from donors, businesses and corporations. Prepares materials to be utilized when soliciting sponsors. Ensures event exposure for major sponsors.
- Coordinates internal and external communications and prepares promotional materials for events e.g. media releases, TV and radio advertising, e-blasts, marketing materials, photo opportunities, brochures and posters. Nurtures relationships with media partners.
- Hires and manages event contractors and vendors.
- Ensures event information and associated donor/sponsor information is accurately entered into the e-Tapestry database. Provides troubleshooting/support to individuals using HGT's website &/or databases to register, sponsor or donate to Events.
- Supports Third Party Events in accordance with HGT's associated Policy and Procedure.
- Manages and regularly updates HGT's website and social media tools e.g. Facebook, Twitter. Manages all activity through these platforms.



## JOB DESCRIPTION

- In collaboration with the Volunteers Coordinator, builds and coordinates an Events Volunteers Team.
- Provides reports to the Foundation and ED as required.
- Ensures that the Foundation complies with all legislation concerning taxation, CASL and professional fundraising ethics.
- Provides vacation cover for Foundation staff.
- Works collaboratively with the Foundation, office staff and volunteers.
- Maintains good relations with donors and other not-for-profit organizations.

### KEY COMPETENCIES REQUIRED:

- Highly organized with excellent attention to detail and the ability to manage several projects at the same time.
- Strong problem solving skills, a creative mindset and the ability to work under pressure.
- Excellent writing, strategic communication and graphic design skills.
- Experience working with traditional and non-traditional media outlets.
- Experience planning public events.
- Experience working on community engagement strategies.
- Understanding of tax receipting rules and regulations(as per CRA).
- Understanding of the Donor Bill of Rights (Imagine Canada).
- CFRE desirable or willingness to work towards.
- Proficient in MS Office products (Word, Excel).
- Demonstrated expertise with client management databases such as Blackbaud (Raiser's Edge, E-Tapestry).
- Positive attitude – takes responsibility and is accountable, respectful of others, able to deal with change in the workplace.
- Demonstrated team player.

---

### EXPERIENCE:

**Previous Work Related Experience:** Minimum 2 years of experience in events planning and communications, preferably in the non-profit sector.

**On-The-Job Training:** 3 months on-the-job-training.

---

### IMPACT OF ERRORS:

Events form the backbone of our fundraising strategy, poorly planned or low-turnout events result in bad publicity and loss of revenue for the organization. Public awareness of HGT programs and services is essential to continued growth of the organization. Poor delivery of messaging will negatively impact potential growth.



## JOB DESCRIPTION

### CONTACTS:

With whom are you required to work in doing your job?

Position	How often?	Purpose
Fundraising Staff	Ongoing	Foundation business
Fundraising Volunteers	Ongoing	Foundation business
Executive Director	Ongoing	HGT/Foundation business
Foundation Board/Committee Members	Ongoing	Foundation business
Donors, Sponsors, Media Partners	Ongoing	Foundation business

### PHYSICAL DEMANDS:

**Computer Exposure – 5-7½ hours per day.**

**Other:** Generally light work, prolonged sitting at desk and working at computer, moderate amount of walking, frequent interactions with other staff, responds to other requests within Campbell House. May require heavy lifting during set up for events. Must be able to handle stress, maintain concentration in an often disruptive environment and to work on multiple tasks.

<b>Written by:</b>	<b>Kelly Borg : Executive Director</b>	<b>Current Incumbent(s):</b>
<b>Approved by Supervisor:</b>		<b>Date:</b>