

Assignment Title: Event Planning and Communications Coordinator
Location: St Catharines, Ontario

Term: Part Time Permanent
FTE: 21 hours a week



Qualifications

All Niagara Life Centre (NLC) workers are expected to exhibit a commitment to: a personal Christian faith and discipleship; active church membership; and biblical nonviolent peacemaking.

Required (Events)

- College diploma or University degree in Event Planning, Communications or Marketing, or a commensurate mix of expertise and experience
- 3-5 years of previous experience working in marketing or advertising
- 3-5 years of social networking experience
- 3-5 years of digital and print marketing experience
- Ability to coordinate and manage various special events
- Ability to develop, execute and manage marketing and communication campaigns
- Excellent grasp of social media and website metrics and practices
- Thorough understanding of traditional and digital marketing such as SEO/Social media etc. and market research methods and content management, including website
- Experience with media relations
- Excellent oral, written communication and editing skills
- Excellent computer skills and competency with Microsoft Office, Adobe Design, WordPress, Canva and basic social media platforms
- Excellent organizational skills with attention to detail required
- Ability to work independently and as a team, and prioritize a wide variety of tasks required; a self-starter
- Strong interpersonal skills with people of all ages
- Problem solving / resolution and cross functional influencing skills
- Willingness to work with sensitivity within a diverse cultural and theological milieu
- Photography skills an asset
- Police check will be required once hired
- Must be able to legally work in Canada
- Ability to work non-standard hours including evenings and weekends during event peak times

Required (Communications)

- Adobe Design Suite, Microsoft Office Suite, Canva and WordPress
- Experience in marketing and advertising
- Ability to develop, execute and manage marketing and communications campaigns
- Excellent grasp of social media and website metrics and best practices
- Exceptional communication, writing and editing skills

Preferred

Familiarity with the Niagara Peninsula area

Assignment Narrative

The Event and Communications Coordinator is responsible for the advancement of NLC through our marketing and communications initiatives. The successful applicant will be tasked with day to day management of all the organization's communications needs across the Niagara Region including email marketing, social media, advertising, print publications and website.

The Event and Communications Coordinator is accountable to the Executive Director.

The Events and Communications Coordinator supports the success of NLC fundraising, community engagement and third party fundraising events by working with staff and volunteers to assist with planning, coordinating and implementing events designed to raise funds for and to promote community awareness of NLC.

Responsible for meeting the annual budgeted projections for fundraising events.

NLC is a charitable organization that partners with churches and community organizations throughout the Niagara Region to support those who encounter unfortunate life circumstances and need counselling.

Duties

Event Coordination (70%)

- Leads the planning, implementation, and execution of all fundraising and engagement events including budgets, event logistics, registration processes, securing venues and required permits, determining audio visual requirements, venue allocation, etc.
- Assists with securing event sponsorship
- Develops communications materials related to events including external communications, printed event materials (including but not limited to signage, programs, nametags, etc.)
- Maintains spreadsheets of all special event timelines
- Coordinates the preparation, setup, event execution and tear down at special events
- Assists in performing regular administrative duties in a timely and efficient manner; including but not limited to recording and tracking donor contracts, reviewing and submitting event related invoices for payment and ensuring acknowledgement and thank you plans are executed
- Assists in evaluating effectiveness of events
- Supports third party fundraisers in accordance with NLC third party fundraising procedures
- Oversees event committees and recruits, supervises, and evaluates event volunteers

Communications and Marketing (30%)

- Communicates all ministry information regarding branding, advertising of events, programs and other ministry activity to the Social Media and Website Specialists as necessary
- Feeds the Website Specialist information for website maintenance ensuring that branding standards are followed in all marketing materials and all information is continually up to date
- Develops and disseminates marketing materials as required (e.g. posters, educational materials flyers)
- Develops strategies, plans and priorities that foster a strong relationship between NLC and the church and people in the constituency
- Develops and execute integrated marketing and communications campaigns
- Develops creative strategies to engage new communities of support for NLC
- Implements tools to evaluate and measure effectiveness of strategies, including marketing campaigns
- Coordinates a strong and effective web and social media presence
- Develops creative strategies to engage the media in support of the work of NLC
- Ensures that all communication material has been edited and approved for both content and accuracy
- Compile and distribute newsletter and the monthly e-newsletter with staff input and approval by the Executive Director
- Provides support and leadership to the Content Specialist, helping to set priorities