

TITLE**Events & Marketing Coordinator****REPORTS TO**

Director, Brand & Communications

SALARY RANGE

\$44,000-\$66,000 (based on skills and experience)

SUMMARY

The Events & Marketing Coordinator's primary role is to provide vital support to the Communications team for a wide range of marketing and event-related strategies and tasks, ensuring timely execution at the standard of excellence for which the KGH Foundation brand has become known. This individual works closely with the Marketing Manager and Community Engagement & Events Manager to support the successful execution of internal and external KGH Foundation events; production and distribution of advertising campaign material; production of fundraising and event collateral; copywriting and content development; administration and maintenance of media and vendor contracts, and invoices; and the provision of marketing and event support for third-party event partners. The position also includes coordination of community-based special projects such as the Lake Life Lottery. The Events & Marketing Coordinator position is highly task-driven, with responsibility to uphold the organization's values and mission at all times.

The Senior Director, Brand & Communications provides leadership, oversight, mentorship and performance management in ensuring the Events & Marketing Coordinator achieves their annual goals, and continues to develop and grow both professionally and within the organization. As this individual has many cross-functional responsibilities, they will receive support and training from a variety of team members.

CORE COMPETENCIES

- Project management
- Accountability and dependability
- Able to work to deadline
- Ability to support groups
- Detail orientation
- High-level organizational skills
- Problem-solving
- Resourceful and results-focused
- Creative skills

KEY RESPONSIBILITIES**EVENTS & COMMUNITY ENGAGEMENT**

Assists in all aspects of event coordination and implementation for internal and signature KGH Foundation events and special projects, as directed by the Community Engagement and Events Manager, including;

- Budget tracking, timeline and production schedule management; working with a wide range of vendors and stakeholders; securing unique venues; tracking rentals; day-of execution and post-event tasks.
- Coordinating online/ digital communications and marketing relating to signature and third-party events including website content, email marketing and following up and advertising if necessary.
- Working in partnership and maintaining positive working relationships with KGH Foundation signature event committee members
- Assisting in the coordination of event program show-flow and speakers
- Coordinating volunteer support systems to assist with successful event operations, including writing job descriptions, coordinating recruitment, on-site training and post-event stewardship.
- Ensuring accurate and relevant data is maintained for all event-related activities to allow annual comparative analysis.
- Providing support to the Stewardship Manager to ensure appropriate stewardship and recognition is provided to all volunteers, sponsors, vendors and third parties involved with KGH Foundation events.
- Supporting third-party community events, fundraising initiatives and donor partners by providing promotional, logistical, and general event support as indicated by each event.
- Assisting third-party event fundraising partners in the development of online, peer-to-peer fundraising pages hosted on the KGH Foundation website.

Fundraising events

- Heart of Gold – the Foundation’s signature event
- Better Together Day
- Homebase Slo-Pitch Tournament
- Campaign launch event(s)
- Day of Giving

Cultivation/Engagement & other internal events

- Annual General Meeting (AGM)
- KGH Foundation board meetings
- KGH Foundation Holiday functions

Stewardship events

- Campaign wrap-up event(s)
- Chair’s Circle event series
- Donor Reception
- Legacy Event(s)
- Volunteer Gala

- Community events
 - Bands, Burgers, Beers and Balding
 - Hotel Eldorado Innkeeper's Celebration
 - Stride & Glide for KGH

MARKETING

Assists in all aspects in the production of marketing, advertising, promotional, fundraising and KGH Foundation program material, as directed by the Marketing Manager, including;

- Coordinates all aspects of marketing, promotions and events relating to the Lake Life Lottery and other special projects.
- Assists the communications team with a variety of administrative tasks including; project planning, budgeting, timeline and task management
- Coordination of asset development, production, file sharing and print coordination as necessary for core brand and campaign material including logos, photography, videos and presentations.
- Liaising with and maintaining positive working relationships with media sales and promotional teams to ensure the successful execution of KGH Foundation advertising campaigns, special projects, signature, third-party and promotional events.
- Coordinating production of event marketing creatives, collateral and signage.
- Coordinates the production and distribution of campaign marketing material and collateral including installation of on-site marketing projects; media buying and advertising production; social media content development; photo and video shoot assistance
- Coordinates production and distribution of KGH Foundation publications including a bi-annual newsletter and annual report
- Assists development of collateral to support KGH Foundation programs and development initiatives.
- Ensuring all marketing and promotional material produced, including event creatives, are on-brand and meet the visual standards of the KGH Foundation.

Other duties as assigned.

REQUIREMENTS

- Previous event management experience
- Superior customer service skills
- Knowledge of audio-visual standards
- Knowledge of local media culture
- Strong program and project management skills
- Significant ability to manage varied tasks simultaneously
- Significant attention to detail
- Able to effectively communicate both verbally and in writing
- Capable photography skills

- Valid Driver's License and access to a reliable vehicle

WORKING CONDITIONS

- Mix of regular office hours and weekend and evening hours as required.
- Overtime as required.