

## Job Description Calgary Health Trust

<b>WORKING TITLE:</b>	<b>Community Engagement and Marketing Coordinator</b>
<b>LOCATION:</b>	<b>South Centre Executive Tower</b>
<b>DEPARTMENT:</b>	<b>Communications</b>
<b>SUPERVISOR:</b>	<b>Director, Communications</b>
<b>DATE:</b>	<b>November 2017</b>
<b>HOURS:</b>	<b>1.0 FTE Monday to Friday between 8:00am to 5:00pm with flexibility to work evenings and weekends as necessary</b>

### POSITION SUMMARY

Calgary Health Trust raises money for health care throughout Calgary. Health care is an important foundation to a vibrant community and touches us all in unique and personal ways. Calgary Health Trust is committed to inspiring our community to fundraise for health care in meaningful and impactful ways.

The Community Engagement and Marketing Coordinator is an integral part of the Communications team in interacting with current and potential community event organizers. This position will be primarily responsible for building relationships and liaising with all Calgary Health Trust's community partners and prospective partners. They will be responsible for all organizational support, execution and reporting and ensure that fundraising events and programs meet or exceed targets. In addition the Coordinator will provide essential support to the Communications team.

This position requires flexibility and work on evenings and weekends.

### KEY RESPONSIBILITIES

#### **Community Event Coordination & Networking**

- Act as the primary liaison for community event partners and prospects, managing all organizational support, execution and reporting to build positive relationships and ensure successful events.
- Engage, network and support third party events through the sharing of resources, tools and best practices
- Carry out all administrative functions such as registration, ticket management, volunteer coordination, payments and CRM database management to ensure the success of the event
- Lead and provide recommendation on all marketing materials and communications required for successful community engagement program and recruitment of new third party events
- Source and cultivate strategic partnerships with third party organizations to host a fundraising event with proceeds benefiting health care
- Lead Community Event process and propose new ideas to improve the event planning and implementation process
- Provide briefings and speaking notes to Senior Leadership in support of events and occasionally act as the spokesperson for the organization
- Work in collaboration with Communications Coordinator in sponsorship fulfillment
- Provide administrative support for Peer to Peer fundraising tools in an effort to maximize user experience and generate revenues
- Work in collaboration with Director of Communications to evaluate return on investment of all Community Event related activities
- Work in collaboration with Director of Communications to plan for opportunities, trends and problems for furthering Community Events

### **Marketing & Communication Coordination**

- Act as the primary backup to Communications Specialist;
- Frequently contribute to digital and social media management and newsletter and website content;
- Support Director and Specialist in interviews, photo and video shoot planning as required;
- Assist in annual planning meetings and execution of the annual strategic plan;
- Provide assistance to Communications Specialist and Stewardship Officer in planning and executing of events when required;
- Support Director in responding to enquiries from the public about events, including assisting with media requests where appropriate.

### **Financial Support**

- Create and track budgets and financials for all third party events;
- Provide all reporting on financials to third party event organizers;
- Ensure all financial requirements are met in accordance to Calgary Health Trust's policies and standards;
- Make recommendation to CFO on benefit calculations where appropriate
- Maintain records on financial transactions through Raisers Edge and ensure follow-up on outstanding pledges and sponsorships as required.

### **FORMAL EDUCATION**

- Post secondary education, preferably in business, marketing, public relations, event planning or other relevant programs
- 2-3 years relevant events, marketing, communications or PR experience or demonstrable experience equivalent

### **KNOWLEDGE, SKILLS & ABILITIES**

- Outstanding communications skills, both written and verbal
- Goal setter and achievement oriented
- Excellent time-management skills and attention to detail
- Self motivated with ability to work independently and as part of a larger team
- Proficiency in Microsoft Office
- Understanding of key marketing and communications principals
- Demonstrates positive energy and high level of flexibility
- Experience managing volunteer committees or in working as part of an event committee is considered an asset
- Previous experience working in Raisers Edge considered an asset
- Able to maintain confidential information and problem solve difficult situations

**Interested candidates should forward their resume along with salary expectations in confidence no later than Sunday, October 15, 2017 to:**

[bobbi.jensen@calgaryhealthtrust.ca](mailto:bobbi.jensen@calgaryhealthtrust.ca)

**Find out more at [www.calgaryhealthtrust.ca](http://www.calgaryhealthtrust.ca)**