

MARKETING AND COMMUNICATIONS COORDINATOR
FULL TIME POSITION Available Immediately (Posted February 27th, 2020)

Organization/Position Overview

Throughout Edmonton and area, for over five decades, WIN House has given women and children of all ages and cultures a safe place to flee. From passionate professionals and volunteers to dedicated donors and champions of the cause, WIN House is committed to providing safety, support, relief and resources for abuse victims.

Reporting to the Fund Development Manager, the Marketing and Communications Coordinator will provide marketing, communications and administrative support for both fund development initiatives and the organization's overall needs. This will include developing and implementing strategies to increase awareness and fundraising initiatives, coordinating all marketing and communications design, messaging and content generation (including electronic and print communications), and more.

The Marketing & Communications Coordinator will be responsible for the planning and delivery of WIN House events including but not limited to Win FORE WIN Women's Golf Tournament, Annual General Meeting, Casino, Under the Umbrella Gala, and the Christmas Hamper Program. This comprises of supporting the Fund Development Manager with fundraising and in-kind needs, the recruitment, placement and retention of volunteers to meet organizational needs, and final reporting on event outcomes. In addition, the Marketing & Communication Coordinator may, on occasion, be required to attend third-party fundraising events and act as a key representative of WIN House.

The Marketing and Communications Coordinator is part of a team focused on supporting WIN House's long-term strategic development and sustainability.

- Marketing and Communications (35%)
- Event Planning and Implementation (45%)
- Fund Development Administrative Duties (10%)
- Volunteer Recruitment and Training (10%)

Marketing and Communications

- Prepare an annual strategic marketing and communications plan and budget
- Ensure brand consistency and messaging in all external and internal communications as well as maintain WIN House brand integrity and visual identity
- Create, design, write and deliver all marketing materials such as newsletters, annual report, brochures, banners and business cards, as well as all multimedia communications and marketing tools used by the organization
- Maintain and update website and social media platform on a regular basis, keeping content fresh, timely and relevant
- Prepare and distribute media communications including news releases and advisories
- Support the marketing and communications needs of third-party events
- Design and publish electronic newsletters and manage MailChimp database
- Work and coordinate with other agencies, mail houses, printers and vendors as required

Event Planning and Implementation

- Plan, organize and execute all WIN House fundraising events such as the Win FORE WIN Women's Golf Tournament, Under the Umbrella Gala, the Casino, and the Christmas Hamper Program

- Develop and manage all pre-event activities (data entry, promotional materials, phones, invitations, name tags, kit/material preparation, registration coordination, thank you letters with receipts, etc.)
- Prepare budgets and track event finances. Ensure that accurate and up-to-date records are kept of all income generated from fundraising activities, and that all donations are acknowledged
- Responsible for establishing, maintaining and leveraging donations to maximize funds raised at events through activities and auction
- Provide periodic progress reports for each event to management

Volunteer Recruitment

- Recruits and train volunteers
- Manage individual volunteer performance and give appropriate feedback
- Maintain all records related to practicum students and volunteer applications including required clearances
- Maintain records of volunteer participation

Administration

- Adheres to WIN House policies and program procedures
- Manage credit transactions, cash, and receipts for and from events
- Assist with data entry in data base for all department related activities
- Work with the Fund Development Manager to ensure budgets are adhered to
- Oversee the fund development donor database, conducting donor research, and acknowledging donations, including drafting thank you letters and producing charitable receipts when required
- General administrative duties and responding to department administrative requests as needed

Qualifications

- A minimum of a diploma/degree in Marketing, Communications, Advertising, or Public Relations along with a minimum of three (3) years of proven success in a marketing, advertising, or communications role
- Experience with social media tools including Facebook, Twitter, Instagram, LinkedIn, YouTube, MailChimp, etc.
- Computer literacy, including effective working skills of MS Word, Excel, PowerPoint, Outlook and Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Excellent written and verbal communications skills
- Work experience in the area of non-profit or domestic violence with adults or children, as well as in event planning preferred

Security

Applicants will be required to submit a Criminal Record Check, a current Child Welfare check, hold a current First Aid Certificate and must be willing to sign an Oath of Confidentiality if hired.

Reports to

Fund Development Manager

Applications must be submitted to Linda Kelly, Fund Development Manager, by email at linda.kelly@winhouse.org.