

Alzheimer Society

SIMCOE COUNTY

JOB POSTING

Events and Social Media Coordinator

Full-Time, One-Year

Contract

Start Date: Immediately

The Alzheimer Society of Simcoe County's vision is that persons living with Alzheimer's disease and other dementias, and their care partners, live well and thrive in their community. Our mission is to improve the quality of life of persons living with dementia, and care partners, through the provision of support services, education, social programs, and research support.

Our Values

C.A.R.E. – Collaboration, Accountability, Respect, Excellence

The Alzheimer Society is seeking an **Events and Social Media Coordinator** to plan, implement, coordinate, and evaluate our special events/campaigns fundraising program and to support the Society's social media presence. Reporting to the Chief Executive Officer, this is a full-time one-year contract position with the potential for extension.

Position Summary:

This position will support the Alzheimer Society of Simcoe County's special events and social media presence. The Events and Social Media Coordinator provides leadership, logistical support, and administrative assistance to the Society's signature, community, and partnership events.

This position falls within the Fund Development department of the Society and its activities, which contribute to the fund development objectives of the organization. This position reports to the Chief Executive Officer and works collaboratively with the Fund Development Officer and Digital Communications Manager.

Responsibilities:

Event Coordination

1. Provide leadership and logistical support for the Society's signature events ensuring an effective use of the Society's human and fiscal resources. Signature events include but are not limited to the IG Wealth Management Walk for Alzheimer's and one other event to launch in 2023.
2. Plan and coordinate event details such as time, location, refreshments, and managing attendee details/requirements, registrations, conference/meeting materials, and post event surveys.
3. Coordinate events/meetings in on-line platforms.

4. Develop an annual Events Plan in collaboration with the Fund Development and Communications teams.
5. Ensure appropriate alignment of events with the Society's development goals/objectives in collaboration with the Fund Development Officer and Digital Communications Manager.
6. Explore, facilitate, and assist in planning, implementation, and evaluation of third-party fundraising events and projects.
7. Initiate and assist with the development and maintenance of community partnerships which will result in support for events through sponsorships, promotion, and donations.
8. Coordinate special events through record keeping and other administrative tasks including the development and management of critical paths for each event.
9. Work cooperatively with the Volunteer Resources Coordinator to create volunteer roles and supervise event volunteers.
10. Be accountable for budgets, ensuring that all events are completed within budgeted parameters.
11. Maintain and ensure adequate and efficient electronic files (including database) and work with the Society on issues relevant to events/sponsorships/tracking/reporting, sharing resources and information as needed and appropriate.
12. Work with the Digital Communications Manager on development of promotional and publicity materials, articles, photo opportunities, etc. when appropriate and coordinate production and distribution of print materials, including invitations, posters, event programs, and press releases.
13. Facilitate and support event sponsorship relationships in cooperation with the Fund Development Officer and Digital Communications Manager.
14. Ensure compliance with the CRA and Ethical Fundraising Code requirements.
15. Ensure that events hosted by the Society contribute to a positive return on investment for the Society.
16. Take a lead in the strategy, development, and execution of any new events and respond to inquiries about events promptly.

Social Media Coordination

1. Ideate and manage social media content in collaboration with the Digital Communications Manager to ensure brand and tone is consistent with the website and all marketing collateral.
2. Work with Digital Communications Manager to book monthly social media calendar and post content to later.com.
3. Assist with the development of digital assets for social content.
4. Assist other staff with social media posts as needed.
5. Work cooperatively with ASO and ASC.

Qualifications:

- Post-secondary degree, diploma, or certificate in fund development, event planning, communications, marketing, public relations, volunteer resources, or other related discipline, or equivalent experience in a related field.
- Minimum of 2 years' experience in event management and fundraising within a not-for-profit environment.

- Experience working with/supervising volunteers and volunteer committees.
- Exceptional interpersonal skills with the ability to network and develop meaningful contacts within the community.
- Demonstrated oral and written communication skills, including successful proposal writing and public speaking.
- Able to plan and coordinate tasks effectively.
- Familiar with multiple forms of social media output and their different uses (i.e., Facebook, Instagram, TikTok, Twitter, etc.).
- Ability to effectively use Adobe Creative Cloud software such as Adobe Illustrator, Photoshop, Indesign, Premiere Pro, etc. an asset.
- Able to use social media creation/scheduling apps like Later, Canva and Hootsuite.
- Strict attention to detail and accuracy.
- Excellent working knowledge of Microsoft Office applications, databases, and the internet. Experience with SharePoint and Raiser's Edge a definite asset.
- Well-developed planning, organizational, and time management skills, with the ability to work well under the pressure of deadlines.
- Ability to work independently as well as in a team environment.
- Familiarity with Simcoe County an asset.
- Ability to work flexible hours including some evenings and weekends.
- Possession of valid Ontario driver's license and access to reliable, insured vehicle.
- Proficiency in both official languages an asset.
- We require that you be fully vaccinated for COVID-19 subject to any accommodation obligations we may have under human rights legislation.

Equivalent combinations of education and experience will be considered.

Application Deadline: Monday, August 15, 2022 at 4:30 p.m.

Send application by email only to:

Alzheimer Society of Simcoe County

Attention: Laura-Lynn Bourassa, Manager of Education and Support Programs

E-mail: lbouassa@alzheimersociety.ca

We thank all applicants for their interest; however, only those selected for an interview will be contacted. No phone calls please.

The Alzheimer Society of Simcoe County celebrates diversity and strives for equity and inclusion. We welcome and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.