

Promotion and Publicity Coordinator

Summary:

The Promotion and Publicity Coordinator works with the *Walk* Committee through promoting and publicizing the *IG Wealth Management Walk for Alzheimer's* in their local community.

Responsibilities:

- Develop and implement a media and marketing plan to promote the *Walk* in their local community in cooperation with the provincial Marketing & Communications Coordinator
- Attend committee planning meetings as needed
- Work with your committee's Sponsorship Coordinator to ensure that sponsors are duly recognized

Skills required:

- Excellent interpersonal and communication skills, both written and verbal
- Media, public relations or marketing experience an asset
- Sound knowledge of social media
- Ability to work independently and as part of a team
- Organized and able to meet deadlines
- Familiarly with the Microsoft Office Suite and access to a computer and email