



Job title	<i>EVENTS AND MARKETING ASSISTANT – SUMMER</i>
Reports to	<i>RESOURCE DEVELOPMENT & COMMUNICATIONS MANAGER</i>
Date	<i>May 2, 2019</i>

Job purpose

Our goal is to prepare students for the future labor market and their effective, productive entry into the workforce. The students will gain the necessary skills to work in a marketing or communications role. Related skills gained include, but are not limited to: written and verbal communication, presentation skills, creative, analytical, organizational and personal sales skills, relationship building and goal setting.

Duties and responsibilities

- Assist with implementation of external communication tools (social media, external newsletter)
 - Interview and write stories for newsletter
 - Produce short video clips for social media
 - Take photos for marketing materials
 - Work in Constant Contact to produce and send out Newsletter (July and Aug)
 - Complete ROI report for sponsors and stakeholders for events
- Assist with Summer Events implementation
 - Assist with logistics of two Summer Events (VIEX, Ladysmith movie)
 - Set up, coordination on site and tear down at each event
 - Recruit and schedule volunteers for events
 - Design and manage social media marketing on platforms

Qualifications

- *Education*
 - Minimum one year post-secondary education in a related field
 - Event Management certificate ideal but not required
 - Class 5 Drivers license and clean drivers abstract required
- *Experience*
 - Experience working with a non-profit organization preferred
 - Previous experience in promotions, sales, marketing or communications is desirable



- *Knowledge, skills and abilities*
 - Strong computer skills required- Microsoft Office Suite, Google Apps. Experience with Constant Contact, graphic design software.
 - Excellent communication skills with social media highlighted
 - Strong attention to detail.

Personal Characteristics

- Able to hold self and others accountable for achieving high levels of individual and organizational performance and integrity. Decisive and organized ; capable of setting priorities and making effective and timely decisions
- Anticipate, understand and respond to the needs of internal clients to meet or exceed their expectations within the organizational parameters
- Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization
- Operates within organizational regulations and rules of BGCCVI
- Able to build and sustain an excellent relationship at multiple levels in the workplace and Community.
- Adhere to core values and holds others accountable to the same standards
- Communicate effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques
- Positively influence others to achieve results that are in the best interests of the organization
- Work cooperatively and effectively with others to set goals, resolve problems and make decisions that enhance organizational effectiveness

Working conditions

Assistant operates in an office environment. A variable work schedule is required due to attendance at promotional events occurring on evenings and weekends.

Direct reports

N/A

Approved by:	Kiara Colyn – Human Resources Coordinator
Date approved:	May 3, 2019
Reviewed:	