

COMMUNITY ENGAGEMENT AND EVENTS ASSOCIATE

SALARY: CAD \$46,000 - \$55,000 YEARLY

LONDON ONTARIO

FULL TIME

EVENT COORDINATION

MARKETING/COMMUNICATIONS/PR

SUMMARY

Wellspring London & Region/Stratford is looking to hire someone with excellent event planning skills for our signature events and coordinate all social media and marketing communications with our cancer community. Wellspring London & Region/Stratford is a not for profit organization that supports families affected by cancer through no cost programs and resources in both our London and Stratford offices.

DESCRIPTION

Wellspring London & Region/Stratford provides no-cost programs, support services and resources in a warm and supportive gathering place (both virtually and in-person) for individuals living with cancer, and those who care for them.

Wellspring London & Region/Stratford is seeking an experienced and ambitious community engagement and events professional. Reporting to the Director of Fund Development, the successful candidate will be responsible for fostering engagement throughout the Wellspring community and beyond while developing the organization's Community Third Party Events and Signature Events portfolio. This position will require some travel to Stratford to support this community but is mainly based out of the London office.

RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

Event Management

- Collaborate with the Director of Fund Development and organizational team on the creation of the annual fundraising plan which achieves revenue goals that support the strategic direction of the organization
- Responsible for managing all aspects of the organization's Signature Events from concept to completion
- Responsible for supporting and growing current Community Third Party Events portfolio
- Responsible for prospecting and securing new Community Events to enhance this portfolio
- Develop and secure corporate partnerships and sponsorships in support of the events portfolio
- Support, monitor and enhance the volunteer and stakeholder experience for those involved in the events portfolio
- Support the Friends of Wellspring (FOW) with their organized events and revenue generation from store sales

- Monitor and evaluate the Community Event and Signature Events portfolio to ensure that targets are being achieved as outlined in the annual work plan and budget.

Marketing

- Develop and maintain event websites
- Manage event promotions
- Manage and develop marketing assets, promotional event materials including social media content to support events portfolio
- Create digital content, including graphics and text, for the organization's social media channels as required
- Offer strategies to grow organization's online reach and engagement
- Help with organization and recruitment for the Wellspring Speaker's Bureau
- Assist with e-campaigns that support event fundraising and community engagement needs
- Provide support with impact sharing communications and as required.

Qualifications

- Bachelor's Degree or a combination of education and experience
- 3-5 years of experience in event management preferably in a fundraising setting
- A thorough understanding of marketing strategies as they pertain to fundraising, community engagement and sponsorship opportunities
- Experience with social media strategy, performance measurement, content creation and platform management
- Must be able to work collaboratively and as part of a team
- A positive attitude and high energy are a must along with the ability to work independently
- Knowledge and experience utilizing Squarespace, A.K.A. Raisin, Raisers Edge, or equivalent client management database
- Excellent communication skills and ability to work under tight deadlines independently and as part of a dynamic team
- Knowledge and experience with social media marketing
- Experience with graphic design (Adobe Creative Suite) and video are an asset
- A valid driver's license is required
- It is recognized that the work of this position is not always conducted during the regular business hours. Evening and weekend work is required from time to time. A great deal of flexibility and adaptability is required for the person in this position. Wellspring London & Region recognizes these requirements and provides support as required.
- Vulnerable screening check required.

If interested, please forward you cover letter and resume by **Friday, August 19th, 2022**, to Tracey Jones, Executive Director at tracey@wellspringlondon.ca; please note Community Engagement and Events Associate in the subject line of your email.

Thank you for your interest. Applications will be reviewed as they are received. Only those applicants selected for an interview will be contacted.

Wellspring London & Region/Stratford is an equal opportunity employer.