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**POSITION TITLE:** Events and Marketing Coordinator

**REPORTS TO:** Senior Manager, Events and Programs

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### **PURPOSE OF POSITION**

The Coordinator plans and organizes marketing and communications details, tasks, and resources essential to successfully execute events and programs. This position is strongly suited for an individual who is client service oriented and able to handle multiple events, marketing and communication projects with tight deadlines. The right candidate will be a self-starter, possessing excellent communication skills and highly organized.

### **TEAM MEMBER ACCOUNTABILITIES**

- Collaborates across the organization and within teams
- Assists in answering all incoming calls
- Builds strong relationships with stakeholders
- Manages the quality of own data input into the association's management system (AMS/CRM) and proactively helps identify risks and issues

### **JOB DUTIES & RESPONSIBILITIES**

#### Events

- Assists in organizing events and participates in event working groups' meetings.
- Registers event delegates and maintains up to date registration list (CCIF and AIA)
- Prepares letters of acknowledgment and sends out acknowledgement packages.
- Ensures all AIA and CCIF sponsor commitments (e.g. signage, etc.) are met at each event.
- Prepares event survey and tabulates the results
- Tracks and updates all event critical paths
- Works with 3rd party provide to ensure contractual obligations are met
- Communicates with offsite companies such as speakers bureaus, hotels, etc..

#### Marketing

- Creates event promotion and marketing including e-blasts.
- Creates and edits content for the organization events on the AIA website, traditional and social media
- Communicates with event delegates and speakers about event details and information

#### Sponsorship

- Works with sponsors and members to develop content for our social media platforms, researching trends, audiences and tactics.
- Working with other departments, coordinates sponsorship recruitment materials and packages, including collateral materials as required;
- Responds to current and potential sponsor inquiries;
- Provides timely updates to related sponsorship digital assets (website, PowerPoint, signage, etc).

### **KNOWLEDGE AND EXPERIENCE**

- A minimum of 2 years work related experience and preferably with a nonprofit association.
- Post-Secondary education (Marketing Business or Event Management preferred)
- Knowledge of social media platforms
- Proficiency in the following programs are an asset: Constant Contact, Facebook, Twitter, LinkedIn
- Excellent verbal and written communication skills.
- Creative and innovative, with the ability to adapt in an ever-changing work environment.
- Proficiency with technology, including Microsoft Office, Outlook, and online newsletter programs
- Bilingualism an asset

**WORKING CONDITIONS**

- Moderate Travel
- Fast pace and high stress environment