



## Hamilton/Burlington SPCA Position Description

Do you pride yourself on making a difference in the lives of others? Are you passionate about animals and animal welfare? The Hamilton/Burlington SPCA is a registered charity that is committed to protecting and caring for animals.

We are looking for a highly motivated Marketing and Events Coordinator to join our team! Are you a visionary leader with a passion for both animals and people?

**Position Title:** Marketing & Events Coordinator

*Under the direction of the Director of Fundraising and Communications, and in accordance with the philosophies, policies, and procedures of The Hamilton/Burlington SPCA (HBSPCA), the HBSPCA Marketing and Events Coordinator is responsible for increasing the public awareness of the organization in the community and beyond by implementing and strengthening an effective and strategic marketing plan, as well as consistent messaging and branding.*

The Marketing and Events Coordinator will also be responsible for generating philanthropic and other socially motivated events and funding to support HBSPCA's programs and services. Working closely with the Director of Fundraising and Communications, the Marketing and Events Coordinator will help execute a comprehensive marketing and events strategy to develop and strengthen mutually beneficial relationships between individual, corporate, foundation, institutional, and community partners.

### **Key Responsibilities:**

#### Marketing

- Plan and execute a complete marketing plan that aligns with the organization's strategic mission and vision
- Collaborate with leadership and staff to develop engaging and strategic-driven content for the website, events, and all relevant social media platforms through written/graphic communications, as well as videography/photography
- Serve as the manager for the website and oversee the day to day content, approach, and growth
- Utilize website, social media, and marketing metrics to guide strategic marketing decisions
- Improve and expand brand awareness into new channels
- Ensure consistency, tone, voice and proper branding of all communications with a high level of detail to grammar/spelling and visual design
- Manage all marketing/PR campaigns/annual programs, including print, digital, multimedia, video, television, radio, social media, email, etc. Develop all content to support them, including flyers, newsletters, brochures, presentations, scripts, graphics/video, billboards

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- Manage in-house design and production of all print collateral, including: booklets, brochures, posters, banners, signage, etc.
- Assist with presentations and writing projects for leadership whenever necessary
- Work closely with the CEO and other leadership to handle PR issues and strategize internal and external communication
- Conduct public opinion and attitude surveys to identify the interests and concerns of key stakeholders
- Cultivate strategic relationships with members of the media and opinion leaders. Create media releases or pitch story ideas to these constituents. Liaison for all media requests and arrange interviews with appropriate staff and management, prep staff for interviews when applicable
- Develop compelling content for all public-facing fundraising campaigns, including: printed/e-newsletters, annual appeal, social media fundraisers, Giving Tuesday, in-person/virtual events, etc.
- Assist with launching an online giving platform for events, fundraising, and annual gifts
- Support Director of Fundraising and Communications to manage donor correspondence related to donor gifts including but not limited to acknowledgment letters for philanthropic funds received
- Assist CEO, Director of Fundraising and Communications, and Board of Directors to expand and leverage their fundraising abilities, particularly by training and working with them to identify and cultivate new and continuing fundraising relationships
- Work in conjunction with the Annual Programs Coordinator on all projects and initiatives
- Design, create and report on marketing programs, activities, and revenues to support expansion
- Lead and maintain site analytics, metrics, and campaign reporting.

### Events

- Work with the Director of Fundraising and Communications to create, organize, manage, and attend fundraising events. Solicit and secure sponsorship opportunities, create sponsor packets, logo creation, presentations, acknowledgements, advertising, registrations, etc.
- Vendor management with all marketing, web, and advertising partners
- Organize & manage all development-based events i.e. committee meetings, volunteers, vendors, donors, ticket sales, prizes/raffles, event organization, timelines, schedules & day of show set up and breakdown
- Manage third party fundraising events according to the established guidelines
- Book venues, entertainers, photographers, and schedule speakers
- Assess the event's overall success and submit findings through key metrics
- Conduct final inspections on the day of the event



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- Work with the Director of Fundraising and Communications and in consultation with the Director of Operations, and Accounting, create and maintain event budgets and confirm all expenses
- Organize and distribute all event information to departments
- Build and manage relationships with event community partners
- Assist in development and execution of event risk mitigation and safety protocols
- Optimize fund raising efforts to maximize earning performance in relation to resources required, brand compatibility, sustainability of the organization and value to the larger community
- Develop metrics to analyze fundraising performance, program growth and manage donor information in supporting database software
- Report on fundraising programs, activities, and revenues to support growth

### **Organization**

- Contribute to the overall success of HBSPCA, by engaging in strategic planning and analysis, policy development, key metrics, organizational reviews, budget preparation and control and operational decision-making
- Keep the CEO, Director of Fundraising and Communications, as well as all staff informed of new developments in the field of marketing and events
- Work cooperatively with all members of the HBSPCA Team and the Board of Directors to ensure policy directions and key messages associated with the same are integrated and presented effectively to funders and the general public
- Represent HBSPCA to funding bodies, other organizations, the community at large and the media

### **Accountabilities**

- Direct responsibility for securing HBSPCA marketing/annual fundraising goal's with a growth focus
- Work with Director of Fundraising and Communications to implement a proactive legacy and planned giving marketing program that includes a consistent stream of communications, events, select direct mail and stewardship of prospective and current legacy donors
- Ensure activities are integrated into the fundraising plan and initiate new fundraising activities to continually increase the donor base and visibility of the organization
- Establish, monitor and report on fundraising financial and/or performance goals through monthly metrics and annual reporting



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- Develop campaign materials, including case statements, campaign packages and other communications

### **Education, Qualifications, and Skill Requirements**

- Degree in marketing, fundraising, communications, public relations, or related field
- At least 3-5 years of experience in a not-for-profit related position, proven track record of overseeing successful special events with key indicators of results
- Experience with capital campaigns
- Knowledge of budget management
- Successful track record of meeting fundraising goals
- Efficient in Microsoft Office and online software applications
- Expert level of proficiency with social media platforms and other forms of communication strategies
- Outstanding interpersonal skills, ability to inspire confidence and trust amongst all stakeholders
- Maintain positive public relations, while acting ethically and responsibly
- Inspirational writing, communication, and presentation skills
- Strong strategic thinking, research, and analytical skills
- Ability to handle and prioritize multiple tasks, complete priorities, and meet project deadlines
- Superior planning and project management skills
- Able to work unsupervised and confidently make high-level decisions
- Capable of working in a fast-paced environment with rapidly changing situations, including some nights and weekends as needed. Ability to prioritize, plan, and manage work based on daily situations.
- Work with Canva (Photoshop, InDesign, Illustrator, Premiere Pro/Rush, Spark, Acrobat, etc.)
- Proficient in WordPress. HTML/CSS knowledge a plus. Ability to provide solutions for integrative technology and software platforms to assist both internal staff and external audiences
- A desire to grow social media presence, including monitoring audience reaction and responding to emergent situations and managing content
- Understanding of animal welfare and able to effectively communicate the mission and ideals of the HBSPCA
- Hold a valid G Ontario driver's license
- Ability to lift up to 50lbs
- Clear criminal background check
- Ability to effectively work remotely if required