



COMMUNICATIONS AND EVENTS COORDINATOR

Reporting to: Executive Director

Position Type: Part-time (15 hrs), contract, hybrid role

Location: Pointe-Claire (West Island)

Position Summary: Under the supervision of the Executive Director and in close collaboration with WIWC's Events Director and Publicity Director, the Communications and Events Coordinator develops a communications plan and organizes special events that help raise the profile of the Women's Centre in the community and with members.

The Communications and Events Coordinator implements a communications and marketing plan that focuses on building WIWC's brand through its website, social media pages, newsletters, and marketing materials. The coordinator also organizes special events that respect the framework established by WIWC.

KEY RESPONSIBILITIES

Communications and Marketing Management

- Plan and implement a marketing strategy for the Center.
- Design and prepare posts for social media (Facebook, Instagram and LinkedIn).
- Promote awareness of the Center by creating and designing marketing materials for services and programs.
- Attend and participate in community events to help build WIWC's presence on the West Island.
- Provide input and ideas for marketing tools and campaigns.
- In collaboration with the internal team, prepare content and edit bi-weekly newsletters sent to our members (MailChimp).
- Prepare publicity for internal WIWC events.
- Build relationships with key media players (journalists, radio, influencers, etc.).
- Collaborate with the internal team to update the content, structure, and layout of the WIWC website.
- Review all external written communications from the Center (documents, posters, surveys, etc.).
- Monitor and update the communications budget.

Event Management

- Manage all special events for the Women's Center, such as the Welcome Event, Silent Auction, International Women's Day Celebration, and other internal events.
- Work with the internal team to organize the monthly WIWC seminars.
- Provide suggestions and ideas for new events.
- Recruit and coordinate volunteers from our membership to help at events.
- Create task lists for events to manage all logistics.
- Assist the Executive Director in recruiting potential donors and maintaining relationships with existing donors.
- Create and manage event materials (posters, tickets, sponsorships, etc.).
- Coordinate visibility and communications with event sponsors.

- Manage event registration lists and participant communications.
- Assist with publicity and promotion of events.
- Monitor budgets and provide forecasts for event revenues.
- Coordinate post-event meetings with committee and staff.

QUALIFICATIONS

- Degree in communications, marketing or event management
- 1-3 years experience in communications and event planning
- Experience in a community organization is an asset.
- Highly motivated, efficient, adaptable, positive and energetic profile.
- Ability to make recommendations for program improvement based on effective information gathering, analysis and communication.
- Establish and maintain good interpersonal relationships.
- Work independently and in a team environment.
- Focused and attentive to detail
- Excellent oral and written comprehension/expression skills
- Bilingual (French and English)
- Experience using MailChimp or other communication software is considered an asset.
- Experience using Canva is considered an asset.
- Experience with Microsoft Office (Word, Excel, Access, Power Point), Google docs, WordPress, Zoom video conferencing.
- Experience using social media platforms.

Working conditions and compensation

- Starting salary \$20/hr
- Network of women supporting women
- Occasional availability on weekends and/or evenings.
- Summers off (September to June calendar)

Please send your cover letter and resume to Isabelle Prosnick, Executive Director, by email to director@wiwc.ca by **March 31st**.