



Development and Communications Coordinator

SAINT JOHN, NB - Be part of the largest Wish Granting organization in Canada! Enjoy a job that is personally rewarding, and help children enjoy their most heartfelt wish. Children's Wish Foundation of Canada now has a regular full-time opportunity for a Development and Communications Coordinator in their New Brunswick Chapter Office, located in Saint John, New Brunswick.

Working in collaboration with the Provincial Director, this position is responsible for managing and coordinating all 3rd party events and communications within a Chapter Office, including the planning, execution and follow up of events, and all communications activity. This includes, but is not limited to; securing sponsorship, media relations, donor development and researching opportunities to develop new 3rd party events increasing chapter revenue, as well as press releases, social media, and mass email distribution. Acting as a representative of the Foundation, this position safeguards the interests of the Children's Wish, the Wish Families and event participants by following established procedures and guidelines ensuring the quality of every event and all sponsorships. This position may be responsible for supervising/managing paid support staff/volunteers. The ability to communicate in both French and English would be an asset.

If you are interested in being part of a growing organization that has a profound impact on the communities across the country, the position of Development and Communications Coordinator may be right for you.

Primary Responsibilities:

- Applies event management principles and processes to manage the full cycle of events at the chapter level (e.g., Golf tournament, Walk for Wishes, Exile Island, Gala's, etc.) ensuring high standards for all events are met.
- Ensures all events follow relevant Children's Wish Policies and Procedures.
- Communicate with stakeholders (National Office, Chapter Offices, volunteers, suppliers, sponsors, donors, community liaisons, etc.) as appropriate.
- Utilizes strong administrative and computer skills to complete all administrative and data management tasks associated with event management on a timely basis.
- Creates and generates reports and ensure all reporting is up-to-date.
- Utilizes high degree of creativity in the development and design of marketing and promotional material including PSA's, press releases, brochures and other material.
- Liaises with external sources including media, community leaders, volunteers, etc. to ensure effective promotion of events.
- Collaborates with internal departments to assist with development or coordination of material for Wish Stories and other development and communication material/literature of a timely basis which may include social/marketing media.

- Establishes and provides support to event committees as required to ensure success of events (e.g., guidance, materials, staff/volunteers, timelines, etc.).
- Use existing Wish Granting database and work in collaboration with Wish Granting staff to identify appropriate Wish Families for event participation.
- In partnership with their manager, develops sponsorship programs and plans for events and executes.
- Collaborates with the Chapter Director or immediate manager in identifying opportunities for development and growth in sponsorship, awareness and donations (e.g., sponsorships for; event décor, silent auction, prizes, food and drinks, entertainment, supplies, equipment, venues, etc.).
- Identifies and establishes relationships with existing sponsors and donors.
- Cultivates and stewards relationships with existing sponsors and donors.
- Represents Children's Wish, participating as a guest or development and delivering presentations.
- Establishes and maintains a wide network of external relationships with sponsors, donors, community liaisons, volunteers, media, Wish Families, suppliers, entertainers, and referring organizations.
- Establishes and maintains relationships within the chapter and across the organization ensuring a teamwork approach when appropriate.
- Develops and manages relationships with media outlets, acting as the media liaison on all chapter and national events identifying local media opportunities, soliciting discounted or gratis awareness and fundraising advertising from media and marketing partners in the community.
- Develops new avenues for awareness initiatives within the region.
- Creates media lists, research editorial calendars and other editorial media opportunities, in conjunction with, and support of national media relations activities.
- Coordinates the production of advertising/promotional collaterals and distribution to local media outlets.
- Develops and updates web content to support events, on-going fundraising activities, stories, etc. to ensure up-to-date and newsworthy information is present.
- Works with national staff to maximize the chapters web presence increasing awareness and usage of Children's Wish website
- Attends and actively participates in meetings organized not only at the chapter level, but also at the national level when appropriate.
- Works in compliance with the provisions of The Occupational Health & Safety Act in the applicable province of employment and its regulations, and complies with the Foundation's Health & Safety Policy.
- Other duties as assigned.

Qualifications

- Post-secondary education in a related field.
- 2-3 years of experience in an events management role, relevant designation or equivalent work experience.
- Previous demonstrated experience working with social media and public relations would be considered a strong asset.

- Proficient in Microsoft Office 2010 (Word, Excel, PowerPoint and Outlook) and related search engines.

Working Conditions

- Primary responsibilities are carried out in the Chapter Office, however, regularly required to be out of the office for visits with sponsors and donors, for site visits and attending events in the community.
- This position is required to work outside normal office hours during peak season.
- Valid driver's license and access to a reliable vehicle is required to fulfill responsibilities.

Physical and Mental Effort

- Works under pressure at peak times of the year with tight deadlines, high volume workload, and with multiple demands, changing and overlapping priorities.
- Works under high degree of pressure on day of events to ensure logistics and all aspects of events are carried out successfully.
- Physical activity may include lifting of boxes with materials, setting up equipment, etc.

If you are excited about this opportunity, submit your resume and cover letter stating salary expectations by **January 11, 2019** via e-mail to hr.recruitment@childrenswish.ca quoting posting details "**Development Communications Coordinator, Posting AF013**" in your subject line. While we look forward to receiving applications from qualified candidates, only those identified through the pre-screening process will be contacted for an interview. No phone calls, please. Children's Wish Foundation of Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. Children's Wish Foundation of Canada is an Equal Opportunity employer.

About the Children's Wish Foundation of Canada

Children's Wish Foundation of Canada is the largest and only all-Canadian wish granting charity dedicated to granting wishes to Canadian children between the ages of 3 and 17 who are diagnosed with a life-threatening illness. For more than 34 years, Children's Wish has worked tirelessly to grant heartfelt wishes to over 25,000 children and their families – that's three wishes each and every day, all year long!

Children's Wish has chapter offices and professional staff in every province, and each wish family is assigned a dedicated Wish Coordinator who is able to personally and carefully structure each heartfelt wish experience to meet the particular needs of the child and their family. Families travel worry-free thanks to exclusive Blue Cross insurance.

Our newly expanded reach, which includes children diagnosed with a serious neurological or genetic conditions, means continued strong wish referral support through our medical community. Wish referrals continue to increase year over year, and we are proud to maintain our 'no waiting list' policy, thanks to our generous donors.

Now more than ever, we are encouraging Canadians to donate and support Children's Wish Foundation of Canada. You can help grant the next single-most heartfelt wish. Visit www.childrenswish.ca for more information and to donate.