

Position: PEV Development & Communications Coordinator

Location: Toronto, Ontario Canada

Organization

PEV (Promotion of Education and Values) is a non-profit corporation and registered charity headed by a volunteer Board. Its educational programs are for women of all ages and backgrounds. Programs are focused on the development of the total person, character, talents and skills, in order to serve society, both in the workplace and in the family with joy and love.

Many of these educational programs are in the form of workshops, seminars and talks, recollections and retreats that happen year-round.

Job Description

The Development & Communications Coordinator understands PEV's mission inside and out. She will create a communications plan that includes marketing and publicity for programs/events with an enhanced digital presence with a view to laying the foundation for renewed/ongoing support from donors and sponsors long-term.

The Development & Communications Coordinator will report to the Director of Corporate Operations (DCO) and will work closely with the PEV Board of Directors, Program Coordinator and Fundraising Committee to support the successful development and marketing priorities of the organization.

Working with the Program Coordinator, she will be responsible for effectively adapting program delivery to virtual media with a view to broadening and diversifying the target audience. This will include the acquisition, set-up and maintenance of the necessary technology and equipment to enable the creation of professional virtual events and programs.

To be an excellent Development & Communications Coordinator, the candidate demonstrates the ability to communicate in English effectively and professionally, publicly, in person, in writing, and on the telephone. Possesses strong skills in creative marketing using various technologies and social media platforms. Knowledge of donor cultivation strategies is a definite asset.

The ultimate goal is to establish a well-coordinated and managed structure for program delivery and fundraising by creating a complete portfolio of virtual activities that will carry PEV into the future by significantly increasing the impact and reach of our programs to women everywhere and enhancing our fundraising capabilities to ensure diversified, stable revenue streams.

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Major Responsibilities

Preparation and Implementation of Communication and Marketing Strategy

1. Create a Marketing and Communication Plan that includes publicity for programs/events with an enhanced digital presence
 - a. Create, propose and manage marketing and communications (including brand identity development) through social media etc. that will enhance the reach and growth of programs and increase donor/sponsor support.
 - b. Create promotional literature for the program such as brochures, newsletters and flyers
 - c. Outreach to the community by spreading information about the organization and forming collaborative partnerships
 - d. Assist with the organization and implementation of development/fundraising events.
 - e. Work with the Fundraising Committee to achieve the PEV's fundraising goals and donor appreciation strategies.
 - f. Prepare or assist in the preparation of grant requests and funding continuation from outside sponsors
 - g. Communicate PEV efforts/initiatives to donors/prospects through facility tours – as permitted, and/or as a PEV representative at various virtual events.
 - h. Foster and maintain relationships with professionals to encourage consideration of the PEV in estate plans and planned giving.
 - i. Seek out new relationships to build funds of PEV
 - j. Help establish and maintain internal communications to keep staff informed of the work of the organization.
 - k. Supervise volunteers as necessary.

2. Create website content, manage social media on a daily basis, help to write key publications, and gather stories and photos of activities/participants that document the work
 - a. Create Marketing & Communications Publications
 - i. Conduct/coordinate regular participant/sponsor interviews to be used for newsletters, direct mail, donor thankyou templates, website, media releases, etc.
 - ii. Prepare/coordinate creation of brochures, fact sheets, etc.
 - iii. Maintain the PEV photo library by taking photos, seeking pro bono photography, or contracting with paid photographers, to capture our work and the work of PEV Volunteers
 - iv. Create/coordinate production of video content for use on the website and in social media.
 - v. Design/coordinate design of ads, flyers, banners, brochures, fact sheets, event signage, invitations, donor appreciation templates, etc. as needed.
 - b. Create new content and maintain website and other communication formats including print and social media. Write new stories, create new pages, and solicit updates from DCO, Program Coordinator and other Committees, as required.
 - c. Work with website design vendor to implement design changes to the website.
 - d. Assist with writing eNewsletters for donors based on a calendar prepared by the Fundraising Committee, and ensure that eNews stories connect to existing or new pages on the website.
 - e. Execute social media strategy for PEV. Keep current on use of new technology for engaging the public.
 - f. Assist in analyzing and reporting the impact of communications on organizational success.

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Adapting Program Delivery to Virtual Media

3. In collaboration with the Program Coordinator and the existing program teams, the Development & Communications Coordinator will be responsible for researching, recommending and implementing technology and digital applications for delivery of programs and events.
4. Research, recommend and purchase the necessary technology (A/V equipment, software, etc.) for professional development and delivery of virtual programs and events.
5. Source and hire A/V production team to assist with initial virtual event set-up (Producer, sound/lighting technician and videographer) as necessary.
6. Coordinate training for staff /Program Coordinator for independent, ongoing production.
7. Prepare technology guidelines for proper use based on activity/function (video conferencing, presentations etc.)
8. Monitor and track effectiveness of virtual programs/events including number of participants, feedback, sponsorship, etc.

General Development & Office Work

9. Ensure that information requirements are provided in a timely and appropriate manner to stakeholders, including auditors, board, and media
10. Provide administrative support to the DCO, staff, volunteers, and the Board of Directors through the organization of meetings, internal communications, and the preparation of documents, minutes, reports and other information.
11. Work with the DCO to fulfill the expectations of the Board of Directors regarding various initiatives of the Board that formulates the general direction and activity of the Foundation.
12. Provide administrative oversight of database management, to maximize the use of the program. Assist with the creation of reports and communication from the information in the database (such as contacts, financial information, and grant distribution, e-mail lists), and organize the data for the retrieval of reports related to communications, etc.
13. Perform other duties as assigned

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Qualification or Skill Requirements:

- College or University degree ideally in Business or Communication or related field or relevant community experience
- Mission Driven positive attitude with integrity, professionalism, and passion for service
- Proven leader with a philanthropic experience or transferable skills paired with extensive involvement as a volunteer
- Management experience in a charitable organization an asset
- Experience in fund development or sales environment an asset
- A compelling commitment to the philanthropic sector and demonstrated interest in community development
- Self-motivated, self-disciplined individual with initiative and drive to succeed in a complex and ambiguous environment
- Mature, innovative thinker with ability to problem solve
- Highly developed communications skills: written and verbal.
- Strong relationship development and interpersonal skills, ability to consult and work with wide range of partners and stakeholders
- Entrepreneurial and resourceful with strong administrative and organizational skills. Able to handle a variety of tasks with little support.

- Excellent computer skills, including experience with Microsoft programs (ie: PowerPoint, Word, and Excel)
- Knowledge of WIX, Adobe, Canva and donor database software is an asset
- Experience with social media platforms and website management
- Attention to detail and accuracy
- Experience with online/virtual training an asset

Salary/job details

Position: Development and Communications Coordinator
Location: PEV, Head Office, 75 Charles St. West, Toronto, ON
Reports to: Director of Corporate Operations
Status: One Year Contract / Part-time hours / 32 hours per week
Salary: Competitive; commensurate with relevant work experience

Application Deadline: February 19, 2021. Please forward your resume and cover letter indicating why you would be the right candidate for this position to HR@pev.ca

The successful candidate will have a workspace at the PEV Head Office location at 75 Charles St. West with the option of working remotely occasionally

Successful shortlisted applicants will be contacted to arrange an interview by Feb 23, 2021.