



**LIFE AFTER FIFTY**  
**635 McEwan Avenue**  
**Windsor, On N9B 2E9**

## **JOB DESCRIPTION**

**Position:** Community Engagement Coordinator

**Status:** Regular - Part-time

**Reports to:** Executive Director

**Salary Range:**

### **Position Summary**

- The Community Engagement Coordinator is responsible for the implementation and evaluation of organization's marketing and communications strategy. Responsible for developing, implementing and evaluating the annual LAF Lottery and several fundraising events. Ensure obligations are met with the Corporate Sponsorship program. Respond to media requests for interviews on behalf of LAF.

### **Key Responsibilities**

#### **Communications**

Responsible for the implementation and evaluation of organization's marketing and communications strategy in accordance with the Organization's Strategic Plan

- Create communication strategies and order promotional materials.
- Support staff in implementing communication messages including preparation of scripts
- Emceeding LAF events.
- Develop communication materials and coordinate printing in a cost effective manner.
- Responsible for working in partnership with Marketing and Fund Development Committee, under the direction of the Director of Programs and Services

Responsible for ensuring consistent application of branding in promotional materials and other communication resources

- Work in partnership with staff, volunteers and Board to apply consistent branding to all materials.
- Support staff in developing promotional materials when required.

Responsible for evaluating and adapting organization promotional materials

- Prepare and distribute bi-monthly activity guide.
- Prepare monthly electronic newsletter.
- Develop communication messages for website and conduct ongoing website maintenance.
- Maintain agency social media sites including Facebook and Twitter.
- Create promotional Youtube and Facetime videos.
- Design the organization's annual report.

Responsible for developing and stewarding relationships with media

- Maintain current list of media contacts.
- Create opportunities to develop relationships with media to increase community awareness.
- Seek out and participate in promotion opportunities such as community forums, health fairs etc.
- Maintain a calendar of public grant opportunities.
- Participate in local radio shows upon request.
- Represent LAF in radio, TV and newsprint articles.
- Respond to media requests for interviews with Members.

## **Development**

Responsible to cultivate, steward, thank the relationships between the organization and its donors.

- Ensure obligations are met with the Corporate Sponsorship program.
- Staff lead for the annual LAF lottery. Prepare application for licences, ensure all rules are followed according to the City of Windsor Licence department. Secure donations, prizes. Coordinate all advertisements through media, print and launch party.
- Ensure all donors are thanked in a timely manner and tax receipts have been issued by the Finance department.
- Plan several event fundraisers a year to meet annual fundraising targets.

## **Additional Responsibilities**

- Work closely with co-workers on Centre events and programs.
- Assist members as required.
- Support agency events and activities.

## **Qualifications**

- Degree/Diploma in communications, public relations, media relations or fund development or combination of relevant education and work experience
- Proficient in Microsoft Office, Publisher and web management.
- Demonstrated experience in fund development
- Experience in the non-profit sector an asset
- Excellent oral, written and electronic skills
- Police clearance required
- Valid driver's license