

# Position Description

## Coordinator, Events and Media



### Coordinator, Events and Media

#### **Job Summary**

Reporting to the Director, Member Relations & Events (80%) and the President (20%), the incumbent is responsible for marketing and logistical support of the annual Power of Water Canada Conference and other OWA led events and designing and implementing social and traditional media strategies

#### **Job Activities/Tasks**

##### *Event Coordination (60%)*

- Implements marketing and communications strategies for the annual Power of Water Conference (POWC) and other OWA member-related activities.
- Utilizes multiple marketing channels (e.g. e-marketing, direct mail marketing, telephone) .
- Supports the operational and logistical planning for the POWC and OWA member –related events.
- Builds client relations and liaises with various service providers as required.
- Supports speaker logistical requirements
- Participates in the development and execution of sponsorship and partnership agreements, and service provider contracts.
- Coordinates POWC trade show, exhibitor logistics
- Coordinates event registration processes
- Maintain and updates to the events website and other supporting platforms (e.g. mobile app).
- Conducts post conference activities including evaluation surveys.

##### *Membership Services Support (20%)*

- Assists in the development and execution of membership marketing and communication materials
- Assists in th development and execution of membership software, programs and processes

##### *Media Strategy Design and Implementation (20%)*

- Leads and/or participates in the development and implementation of the OWA's social media strategy
- Undertakes traditional news and social media monitoring to leverage communications opportunities
- Coordinates media events and opportunities for the OWA
- Maintains and updates OWA website, as required
- Works with subject matter experts to support media relationships

##### *Financial Management*

- Contributes to budget development and adherence to budgets for portfolios

## Education/Requirements

- Degree or Diploma in Marketing, Journalism, Communications or Event Management
- Minimum of 2 years of experience gained in a related role
- Demonstrated track record in the execution of corporate or not-for profit events
- Sound knowledge of branding and marketing principles and processes
- Strong knowledge of all Microsoft Office applications
- Strong project management skills
- Excellent verbal and written communication skills along with strong interpersonal skills

## Working Conditions

- Professional office environment
- Ability to work under pressure and tight deadlines
- Motivated, high energy team player
- Ability to work irregular business hours and travel within Ontario

## Competencies

<p><b><i>Achievement &amp; Innovation Orientation</i></b> <b>Makes Cost-Benefit Analyses</b></p> <ul style="list-style-type: none"><li>• Informs decisions, sets priorities, or implements goals on the basis of calculated inputs and outputs.</li><li>• Analyzes for business outcomes.</li></ul>
<p><b><i>Communication</i></b> <b>Markets value</b></p> <ul style="list-style-type: none"><li>• Effectively explains and sells a value proposition to potential participants/purchasers</li><li>• Applies innovative and efficient social media strategies and platforms</li></ul>
<p><b><i>Relationship Focus</i></b> <b>Uses a Long-term Perspective</b></p> <ul style="list-style-type: none"><li>• Looks for long-term benefits to the Association. Becomes involved in organization's decision-making process.</li></ul>
<p><b><i>Teamwork</i></b> <b>Works to Build Team Commitment</b></p> <ul style="list-style-type: none"><li>• Proactively raises ideas and innovations within the team providing suggestions and support to move forward.</li><li>• Acts to promote good working relationships regardless of personal likes or dislikes and builds good morale, cohesiveness and co-operation within the team.</li></ul>
<p><b><i>Adaptability</i></b> <b>Adapts or Changes Strategy</b></p> <ul style="list-style-type: none"><li>• Changes the overall plan, goals, or project to fit the situation.</li><li>• May include making temporary changes in strategy to meet the needs of a specific situation to get a job done and/or meet company goals.</li></ul>
<p><b><i>Concern for Quality</i></b> <b>Monitors Data or Projects</b></p> <ul style="list-style-type: none"><li>• Monitors progress of a project against milestones or deadlines.</li></ul>
<p><b><i>Personal Development</i></b> <b>Commits to continuous learning</b></p> <p>Pursues appropriate assignments, formal training, or other experiences for the purpose of learning and developing.</p>
<p><b><i>Accepts Accountability</i></b> <b>Maintains Focus on Desired Performance</b></p> <ul style="list-style-type: none"><li>• Reviews performance against clear and consistent standards or expectations.</li></ul>

<ul style="list-style-type: none"> <li>• Holds self and others accountable for results (including meeting budgets, deadlines)</li> </ul>
<p><b><i>Organizational Commitment</i></b>  <b>Makes Sacrifices for the Organization</b></p> <ul style="list-style-type: none"> <li>• Puts organizational needs before one's own needs or preferences.</li> <li>• Stands by decisions that benefit the larger organization even if they are unpopular or affect the short-term good.</li> </ul>
<p><b><i>Problem Solving and Strategic Orientation</i></b>  <b>Creates New Strategies</b></p> <ul style="list-style-type: none"> <li>• Creates new strategies for the organization using sound leading edge conceptual approaches</li> <li>• Uses intellectual curiosity to integrate seemingly unrelated concepts into a coherent, actionable strategy.</li> </ul>
<p><b><i>Organizational Excellence</i></b>  <b>Positions Self part of the Whole</b></p> <ul style="list-style-type: none"> <li>• Sets a good example by personally modeling desired behaviour.</li> <li>• Takes action to ensure that others buy into the mission, goals, and objectives of the organization</li> </ul>