



Communications and Events Manager

Job Posting

HOPE House

HOPE House provides tangible, compassionate assistance and care to those in the Guelph community through immediate relief and ongoing support. Our goal is to foster a greater level of independence by delivering front-line services and support that allow our community members to maintain their dignity and choice. This is accomplished through a diverse range of programs and services including a choice-based Food and Clothing Market, HOPE Stylin' Haircuts, Healthy Living programming, the Guelph Community Backpack Project, a daily Café, HOPE for the Holidays, therapeutic and horticultural skill development gardening workshops and other programs supporting all Guelph residents (including children) living in poverty.

Job purpose

The Communications and Events Manager plays a crucial role in growing our digital presence and managing the organization of our fundraising events. This role is key in keeping the community, volunteers and donors connected and up-to-date.

Duties and responsibilities

Media + Communications

- Manage and grow HOPE House's social media presence (including the Better Food Company) on LinkedIn, Twitter, Facebook and Instagram utilizing a communication schedule and Hootsuite
- Be responsive to inquiries and messaging across all platforms
- Track, collect and compile data into monthly reports for our social media platforms using Facebook Business Suite and Instagram Insights
- Research current social and digital media trends, along with suitable posts and content for sharing with HOPE House audiences across our digital platforms
- Develop key educational messaging on the realities of poverty that informs and advocates for systemic change
- Design and manage HOPE House print materials (i.e. Annual Report and brochures)
- Write impactful, donor-focused communications that emphasizes the impact of donations in HOPE House brochures, the annual report and social media
- Develop content for and update the HOPE House website
- Write and distribute two monthly newsletters
- Adhere to and maintain the HOPE House brand
- Reinforce HOPE House reputation in the community as a networker and collaborator

Event Management

- Manage the development and implementation of engaging fundraising events that will achieve revenue goals while building relationships with the community
- Develop and maintain the event guides

- Ensure that the critical paths and timelines for event execution are met
- Support Volunteer Event Chairs and their Committees, and other staff to complete all deliverables adjust plan and manage contingency efforts and resources as required
- Proactively identify new ways to improve the event experience and achieve best practices for event coordination
- Manage the promotion of events via marketing materials, press releases, advertising and social media
- Maintain detailed records of events
- Ensure compliance with insurance, legal, health and safety obligations during events
- Ensure event evaluations are conducted
- Support committee in creating a database of event participants for future communications

Administration

- Writes the gift in kind thank yous on a weekly basis
- Writes a monthly report for the Executive Director
- Picks up and distributes mail weekly
- Places office supply order on an as needed basis

Qualifications

- Be of legal working age and eligible to work in Canada
- Have a valid G driver's license

Competencies and Skills Required

- Exceptional organizational skills, communication, interpersonal and problem-solving skills
- Working knowledge of Wordpress to make modifications and ongoing updates to HOPE House website
- Working knowledge of various social media platforms (Linked In, Twitter, Facebook and Instagram), their purpose and audience
- Ability to analyze and draw insights from Social Media data/metrics (google analytics)
- Passion for creating social content and donor communications, using appropriate and sensitive language
- Working knowledge of Canva, for designing marketing materials and social media graphics.
- Experience with online/virtual events would be an asset
- Thrives in a fast-paced environment where you balance multiple priorities
- Ability to work independently and well with others
- Ability to identify volunteers for committees from network would be an asset
- Working knowledge of poverty (i.e. generational, situational, working poor) with the ability to work with and show sensitivity to vulnerable populations and marginalized groups
- Provision of a vulnerable sector police check

Working conditions

- This permanent full-time position reporting to the Executive Director
- This position works 30 hours per week
- Hours include some evenings and weekends tied to events
- Compensation: \$19/hour
- Eligible to participate in Group RRSP (employee may contribute up to 5% of their salary which the employer will match)
- Eligible to participate in the health benefits plan (employer pays 100% of premiums)
- Three weeks vacation per year

HOPE House is an equal opportunities employer, committed to employment equity. HOPE House values diversity and invites all qualified candidates to apply. Please let us know if you need any accommodations throughout the hiring process.

Resumes will be accepted until end of day Thursday, September 30th, 2021

Ideal start date is Monday, November 8th, 2021

Please send to director@hopehousequelph.ca Attn: Jaya James