



## SUMMER STUDENT JOB DESCRIPTION 2010

### CORPORATE MARKETING AND EVENT PLANNING

#### General description:

The event planning and development assistant works closely with the Development Coordinator who reports to the Executive Director. The candidate is responsible for developing a corporate marketing plan with implementation strategy as well as planning and carrying out a Region and Provincial joint fundraiser.

#### Specific duties:

##### Marketing:

- Provides input into promotional and advertising support for identified BCWF programs
- Develop Corporate Marketing Strategy
- Develop and start strategic implementation of strategy
- Assists and works with Director of Development in grant writing as needed
- Assists with Federation branding activities
- Provides evaluation and feedback regarding the marketing aspects of the BCWF website

##### Fundraising:

- Assists with the organizing Club Appeals
  - Assists with the organizing fundraising dinners in conjunction with clubs
  - Assists with the organizing of membership sales campaigns
  - Assists with the organizing the life membership program
  - Assists with the organizing of the bequest program
  - Assists with funding applications
- Corporate fundraising lead working with Executive Director

##### Public and Media relations:

- Assists with communications activities including editing/writing of speeches, briefs, manuals, brochures and press releases
- Assists with media contact development and maintenance

##### Miscellaneous:

- Such other duties as may be assigned from time to time

#### General qualifications:

Looking for a motivated, high energy candidate with some practical experience in corporate fundraising, public relations and events management or enrolment in a relevant program plus willingness to learn is required. Superior writing skills and computer proficiency are required. Strong people skills and team orientation are required. Successful working experience within a wildlife or conservation organization is preferred, and/or values that are congruent with the BC Wildlife Federation mission and mandate.