

Position Description: Conference Committee Marketing and Communications Position

Purpose:

The role of the Marketing and Communications position for Conference is to oversee the implementation of all Conference marketing initiatives in order to attract registrants for Conference as well as communicate Conference materials

Responsibilities:

Under the direction of the Conference Chair, the Marketing and Communications person responsibilities are to:

1. With input from the Conference Committee and appropriate committees, create and implement a realistic marketing plan for Conference
2. Work with the Conference Committee to determine priorities for promoting the Conference and ensure information is shared with all involved
3. Ensure that PAVRO is represented in the media whenever necessary, including the preparation and distribution of press releases for Conference as appropriate
4. Develop all marketing materials for Conference
5. Develop social media posts (efyi's) leading up to, during and post conference
6. Works with staff to ensure website is updated
7. Post Conference, update website with pictures, send out and post conference information through social media & efyi's)
8. Ensure all communication (written & electronic) meets PAVRO branding standards
9. Be a member of the Communications and Marketing Committee

Experience/Skills Required:

- A minimum of five years' experience managing or leading a volunteer program(s).
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities
- Experience overseeing the design and production of print materials and publications

- Strong belief in PAVRO's mission, vision and values; able to articulate them
- A readiness to learn and understand PAVRO's strategic objectives.
- Excellent leadership skills and an interest in innovation and best practice
- Demonstrated ability to work independently and follow through with assigned projects and responsibilities
- Excellent interpersonal and organizational skills as well as excellent communication skills (written and oral) including public speaking
- Knowledge of the broader community impacting volunteerism and effective volunteer engagement
- Flexibility and patience

Term:

The Conference Marketing and Communications volunteer term is from September before the Conference to August of the following year, after the Conference.

Code of Conduct

The Marketing and Communications volunteer must agree to the following:

- I will perform my duties responsibly and impartially to the standards set out by PAVRO in a manner that would bear public scrutiny.
- I agree to declare any real, apparent or perceived conflict of interest in matters which may result in financial gain or personal benefit.

Benefits:

- Opportunity to gain a keen understanding of current happenings in the profession and broader voluntary sector.
- Opportunity to network and work closely with leaders in volunteer management from across the province
- Opportunity to have broad input and impact on behalf of PAVRO and the profession.
- Opportunity to develop leadership skills
- Opportunity to help find/develop real solutions
- An opportunity to develop/enhance leadership experience and be part of a team dedicated to excellence and best practice in the engagement of volunteers.
- Reimbursement for travel expenses and long-distance phone charges (as per existing policies).

Approved: *October 2016*