
POSITION TITLE:	MARKETING & SPONSORSHIP OFFICER		
DEPARTMENT:	COMMUNITY & EMERGENCY SERVICES		
DIVISION:	RECREATION & CULTURE		
SECTION:	EVENTS & FESTIVALS CULTURAL SERVICES & EVENTS		
GENERAL SUPERVISOR:	SPECIAL EVENTS DEVELOPER SUPERVISOR – CULTURAL SERVICES & EVENTS		

AFFILIATION:	NON-AFFILIATED	GROUP:	4
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POSITION SUMMARY: Under the general supervision of the Supervisor – Cultural Services & Events, is responsible for marketing and sponsorship initiatives for the Cultural Services & Events Section.

MAJOR RESPONSIBILITIES:

1. Co-ordinates the design and production of various event and activity publications, on-site programs, displays and promotional materials.
2. Co-ordinates and sells advertising in various Section event publications.
3. Assists in the development and implementation of communications plans for Section events and activities.
4. Coordinates sponsorship campaigns for Section events and activities and ensures that all promised benefits are delivered to sponsors; creates and develops tie-in promotions for sponsors.
5. Updates Section websites.
6. Attends meetings as required, and presents and reports as needed.
7. Performs such other related duties as may be required.

QUALIFICATIONS:

Education/Experience:

- Degree or diploma in arts/event administration, marketing, or a related field;
- Previous related experience;
- Equivalent combination of education and experience.

Skills/Abilities:

- Must have excellent organizational, communication and sales skills
- Ability to work to deadlines
- Creativity and a demonstrated ability to handle multiple projects
- Proficiency in the use of computers and current related software
- Superior writing and editing skills, on-line communications expertise and an understanding of effective graphic design

Assets:

- Experience planning events and/or preparing championship bids will be considered an asset

CONDITION OF EMPLOYMENT:

- Use of a vehicle is required
- Irregular work hours, including weekends, are required

PREPARED BY:	L. BAYLY	APPROVED BY:	L. FARES
EFFECTIVE DATE:	MARCH 12, 2010	SUPERSEDES DATE:	MARCH 2005
HOUSEKEEPING:	OCTOBER 3, 2011 (REORG)		(Special Events Marketing Officer) FEBRUARY 2004
