

## Programs Coordinator

All staff, including the Programs Coordinator, report directly to the Executive Director.

This position is full-time for 35 hours a week, from 9:00am until 5:00pm Monday to Friday.

Candidates must be willing to work one weekend a year (Mother's Day weekend) when we host our annual Spring Trade Show, and occasional evenings (less than 10/year) based on our event schedule.

### Programs Coordinator Responsibilities:

#### 1. Event & Program Coordination:

- Coordinate all approved Business Club Luncheons, Business After Hours and Lunch & Learn events
- Coordinate the annual #ShopYK Passport program and Shop Local Day
- Assist with event planning for the AGM, Trailblazers Symposium, Spring Trade Show, Small Business Week Conference, Business Award Gala, and other events as required
- Research and recommend potential event speakers
- Book speakers and coordinate logistics
- Approach potential event sponsors and ensure sponsorship agreements are fulfilled
- Make sales calls and follow-up on sales leads, especially related to the annual membership drive and Spring Trade Show
- Assist with the event setup and tear down of the Spring Trade Show – **Must be able to stand for long periods of time and carry 20 lbs**
- Responsible for the set-up of events, including bringing event supplies to the venue and ensuring they are returned to the office
- Register guests, answer questions and provide assistance with the annual Travel Program

#### 2. Marketing & Communications

- Prepare e-blasts with content provided by our members, and promoting Yellowknife Chamber initiatives and events using *Constant Contact*
- Work with our magazine publisher to ensure accuracy in our printed business directory
- Ensure the website is kept up to date
- Ensure communications follow the YK Chamber's style guide – font, size and colors
- Maintain an accurate online event calendar
- Monitor local media sources for media coverage and share coverage through appropriate communication channels (social media, website)
- Using *HootSuite*, schedule social media posts for *Facebook*, *Twitter* and *LinkedIn*
- Create and manage *Facebook* events
- Respond to comments and messages on *Facebook*, ensuring our respond rate remains at 100%
- Using an assigned budget, create advertising plans and facilitate with vendors
- Using *Adobe Creative Cloud*, create entry-level graphic design content including newspaper advertisements, signage, social media images and other material as required

- Using *Adobe Creative Cloud*, update the annual Membership Benefits Package and Annual Report
- Prepare written communications including press releases, reference letters for members and speeches
- Coordinate and organize Business Award Gala nominations and supplementary documentation
- Create interesting and effective marketing campaigns for membership growth, the Spring Trade Show and the Travel Program
- Study other chambers and their best practices for event management and marketing and make recommendations for improvement

### **3. Membership & Benefits**

- Participate in membership renewal 'welcome phone calls'
- Act as the membership liaison, being the primary point of contact to ensure member satisfaction
- Manage the annual Member2Member discount program
- Work with the *Chambers Plan*, *UPS* and *First Data* to increase enrollment numbers
- Assist in annual membership renewal
- Participate in the recruitment of new members
- Update *ChamberMaster* and *Constant Contact* to ensure our databases are accurate, as needed
- Research and propose potential new membership benefits

### **4. Perform administrative duties in the absence of the part-time Executive Assistant**

### **5. Perform additional duties as required by the Executive Director**

#### **The ideal candidate will have:**

- An undergraduate degree or college diploma
- Entry level experience with Adobe Creative Cloud
- Proficiency in Microsoft Office required
- Advanced computer skills and the ability to learn complex online databases
- High level of accuracy and exceptional writing skills
- Strong organizational skills and the ability to multi-task
- The ability to stand for long periods of time and carry 20 lbs, and
- A valid driver's license and reliable transportation