

## **Yukon Sourdough Rendezvous Society**

Suite 900-4230 4<sup>th</sup> Avenue • Box 33210 • Whitehorse, Yukon • Y1A 6S1  
(867) 667-2148 • [ed@yukonrendezvous.com](mailto:ed@yukonrendezvous.com) • [yukonrendezvous.com](http://yukonrendezvous.com)



### **Job Description: *Marketing & Events Coordinator***

**Job Summary:** The Marketing and Events Coordinator is responsible for executing the festival marketing plan. This position provides support to the Executive Director by focusing on the marketing, fundraising, sponsorship and event management aspects.

**Reporting to:** Executive Director, Operations Manager (if applicable). Some tasks may have this position reporting to the Administrative Manager.

**Compensation:** \$23.00-\$25.00/hour

Additional compensation is also offered for self guided benefits.

### **Essential Qualifications:**

- Comfortable working outdoors for an extended period of time;
- Ability to lift 30 lbs unassisted;
- Experience and an understanding working in an event environment;
- Strong written and oral communication skills;
- Experience in Marketing and Advertising;
- Comfortable and familiar with using social media platforms;
- An understanding of the Yukon Rendezvous Festival;
- Strong computer skills, including proficiency with Microsoft Word and Excel, email, and online research capabilities;
- Experience working with Hootsuite;
- Experience with the Adobe Creative suite would be considered as asset;
- Valid Canadian Driver's license.

### **Desired Qualifications:**

- Current Standard First Aid and CPR certification will be considered an asset;
- Experience working in an office environment; filing, answering phones, etc;
- Strong organizational and time management skills;
- Ability to take initiative and work independently as well as in a team setting;

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#### **Key Responsibilities:**

##### ***Events***

- Work with the Executive Director and Board of Directors in the creation and implementation of special projects/festival events throughout the contract period;
- Maintain a working relationship with vendors, venues, contractors, etc;
- Work with event volunteers and provide advice and assistance as required;
- Record keeping and onsite event management.;
- Undertakes and implements event planning and logistics, including registration processes, venue space allocation, social events, event statistics and reports, audiovisual, catering, venue liaison and contracts;
- Coordinates and trouble-shoots events on-site

##### ***Sponsorship***

- Obtains substantial event sponsorships annually for the Rendezvous Festival;
- Ensures sponsorship agreements and recognition are correctly implemented and fulfilled

##### ***Marketing***

- Develop and execute the Festival Marketing Plan through all mediums including but not limited to;
  - Create graphics for social media and website
  - Design and create promotional materials for events
  - Design and produce event posters
  - Design and create newspaper ads
  - Maintain website and social media sites as directed

##### ***Other***

- Assist in the recruitment and training of volunteers;
- Assist Executive Director and Administrative Manager with duties and tasks as required;
- Maintain general upkeep of the office and regular office duties as required;