

Events and Communications Lead

How would you like to be part of a passionate team working for a well-established environmental not-for-profit? Your efforts will advance British Columbians' awareness of recycling, ultimately diverting consumer products from our landfills and waterways. The main focus of this role is to promote the ElectroRecycle program (small appliances and power tools). Check out the [2017 annual report](#) at ElectroRecycle.ca to learn more.

About the Position

We are looking for a highly organized, energetic and outgoing Events and Communications Lead to help elevate the success of the ElectroRecycle program. Reporting to the Program Manager, the successful candidate will be a responsible and reliable self-starter who is eager to explore all communications and events opportunities and loves to learn, test and improve.

The focus of this role is to book, coordinate and attend public events throughout the year in order to strengthen relationships with community partners, drive collection tonnage up and keep the program costs low. Events take place across BC and focus on public engagement and collection of recyclables. Examples of events include Vancouver Farmers Markets, Khatsalano, Pride, Canada Day, Car Free Day, etc. The successful candidate will be responsible for identifying and booking events, setting up and manning event booths, and educating the attending public about our recycling program. The successful candidate will also be responsible for promoting event attendance and sharing event-related content on ElectroRecycle's blog and social media channels, as well as creating reports for the board of directors and communications committee.

This position will also be involved in various aspects of ElectroRecycle's marketing and communications strategy including research, budgeting, content creation, social media management, internal and external reporting, presenting, media relations, etc. The successful candidate will fulfil a key position on the team to ensure deliverables are met and will support the Program Manager as required.

Responsibilities of the Role

- Full responsibility to develop and implement events strategy, including booking events, managing vendors, organizing transportation, managing budgets, attending events, events set up and tear down, etc.
- Support other departmental or organizational initiatives, as identified by the Program Manager or Communications Manager
- Participate in the hiring of, and responsible for overseeing a two-person student ambassador team (May through August)
- Develop, organize, track and maintain annual events budget
- Create and present monthly, quarterly and annual reports to determine return on investment (ROI) of activities and to ensure key performance indicators (KPIs) are being met
- Make informed recommendations for continuous improvement
- Act as media spokesperson at events, as required
- Plan and execute various aspects of annual marketing/communication strategy, in consultation with other team members

- Develop and promote website and social media content, as informed by the Digital Marketing Specialist's social media strategy
- Work efficiently with design team to ensure you have the best visuals necessary to execute and promote your work
- Photographing and documenting events
- Frequent work and travel (including weekends) will be required throughout British Columbia, primarily in the late spring and throughout summer
- Any additional administrative tasks as required

Qualifications & Previous Experience

- 3+ years' experience in communications role with a breadth of experience, including: event and project management, budget management, reporting, working with media, managing social media channels, writing, creating content for multichannel marketing campaigns, etc.
- Experience creating roadshow-style events plans, as well as on-site management and attendance of events
- Excels at presenting and interacting with diverse groups including public crowds at events, speaking to media, and presenting to internal stakeholders including board and committee members
- Experience developing social media content calendars, scheduling content, managing social media accounts, spotting patterns/trends, making recommendations, analyzing and reporting on results
- An effective written communicator across various media, including proofreading spelling and grammar, writing long form blogs, copywriting snappy social media posts, and interpreting numbers into written reports
- Excellent organizational and time-management skills
- Collaborative team player with a positive attitude and strong interpersonal skills
- Highly organized, detail-oriented and good at managing up – nothing slips through the cracks on your watch
- Enjoys a fast-paced environment with multiple projects on the go at any given time, and can think outside of the box to handle competing priorities
- A proactive and self-motivated individual who easily spots opportunities for continuous improvement and knows how to action on them
- A strong commitment to deadlines and following through on projects to the end
- Experience as a brand ambassador an asset
- Must have a valid driver's license
- Ability to travel extensively within the province, including evenings and weekends

This is a full-time permanent position with the Canadian Electrical Stewardship Association (CESA), and is located at Product Care Association's head office near Olympic Village in Vancouver. Frequent weekend work is required. Compensation is commensurate with experience. Please submit your resume and cover letter to info@cesarecycling.ca with a subject line of "CESA Events and Communications Lead".