

CancerCare Manitoba Foundation

is the only charitable organization exclusively fundraising for CancerCare Manitoba. CancerCare Manitoba's main goal is to eradicate a complex set of more than 200 diseases.

While CancerCare Manitoba works in partnership with Manitoba Health, some programs and services are not eligible for government funding. Since 2000, CancerCare Manitoba Foundation has granted more than \$125 million to help CancerCare Manitoba deliver the best research, patient care, treatment and support.

We are proud to support CancerCare Manitoba's internationally-recognized team of health professionals as they provide outstanding quality care for all Manitobans and their families living with cancer.

Signature Events:

[A Gold Plated Evening Challenge for Life](#)
[Dragon Boat Festival](#)
[Ride Inside](#)
[Guardian Angel](#)

To submit your candidacy:

Send your cover letter and resume to mmcintosh2@cancercare.mb.ca no later than January 8, 2020

Only the candidates selected for interviews will be contacted.
No solicitation.

EVENTS MARKETING OFFICER

The Events Marketing Officer is a key position within CancerCare Manitoba Foundation's Events department. CancerCare Manitoba Foundation plans and holds five Signature Events and over 300 Community Event organizers host third-party events each year. The combined net revenue from these fundraising activities is close to \$4 million.

We are seeking a dynamic, creative individual with a passion for fundraising and enhancing cancer care in our province to join our team and contribute to building the success of our event fundraising activities.

Position Summary:

The Events Marketing Officer is responsible for a diverse portfolio of marketing and communication activities which support the Foundation's Events. In addition the position includes the opportunity to engage in strategic marketing and communications planning as well as event donor stewardship.

Reporting Relationship: Senior Manager, Events & Community Events Manager

Duration: Permanent

Hours of Work: 37.5 hours/week – Evening and Weekends as required

Duties and Responsibilities include but are not limited to:

- Possess a comprehensive understanding of the Foundation's mandate and policies with respect to fundraising activities
- Develop marketing promotional materials which contribute to the overall success of the Foundation's events
- Take the lead on all event website development including content, Word Press, teamraisers in Luminare and updating web pages
- Manage events' social media including strategy development, analysis, recommendations, responses and collaborate with partners to leverage the Foundation's social media platforms for their fundraising events
- Write event related communication materials
- Produce and manage critical paths to ensure all event marketing and communication tasks are completed on schedule
- Coordinate interaction with contract suppliers
- Support Managers in stewardship of existing donors and volunteers

Requirements:

- Exceptional communication skills, both verbal and written
- Strong marketing, project management and organizational skills
- Overall knowledge of key fundraising principles and processes
- High degree of familiarity with content management, design programs, social media, website management and e-mail deployment
- Proven self-starter
- Creativity, enthusiasm and a passion for fundraising and improving the lives of Manitobans affected by cancer
- Ability to work independently as well as in teams
- Attend Signature and key Community Events as required
- Maintain a high level of attention to detail while working in a fast paced environment