

**CancerCare Manitoba Foundation's mission is to support CancerCare Manitoba's strategic priorities. Thanks to the generosity of donors, the Foundation has been able to grant more than \$208 million to CancerCare since 2000. This investment profoundly impacts patient outcomes and bridges the gap of initiatives and programs not eligible for government funding or where financial resources are not available.**

**CancerCare Manitoba is our provincially mandated agency for cancer and blood disorders and the Foundation shares its bold vision, "A world free of cancer" and the goal that no life is cut short by cancer.**

**CancerCare Manitoba Foundation is the only charitable organization exclusively fundraising for CancerCare Manitoba. All funds raised and donated remain in Manitoba.**

**To submit your candidacy** for this position please send a cover letter and resume by **March 28th** with subject line 'Events Marketing Officer' to:

Madison Wilford  
mwilford@cancercare.mb.ca

**Only candidates selected for interviews will be contacted.**

## Events Marketing Officer

CancerCare Manitoba Foundation is looking for a dynamic and creative individual to join the marketing and communications team in the role of Events Marketing Officer. Reporting to the Director, Marketing & Communications, the Events Marketing Officer is responsible for a diverse portfolio of marketing and communication activities which support the Foundation's Signature and Community Events.

### Responsibilities:

- Develop a wide variety of marketing materials that contribute to the overall success of the Foundation's events.
- Take the lead on all event website development including collaboration with event managers, content development and implementation.
- Develop and execute a social media plan in support of events including content development, monitoring, analysis, recommendations, responses and collaboration with external partners to leverage the Foundation's social media platforms specific to fundraising events.
- Produce and manage critical paths and work back schedules to ensure all event marketing and communication tasks are completed on schedule.
- Work with suppliers and partners including graphic designers, photographers and videographers.
- Develop, coordinate and execute email marketing campaigns and communications for signature and community events.
- Create content for print and digital advertising and marketing materials. Manage design and production.
- Employ marketing analytics techniques to gather data and compile campaign reports.
- Support the event managers in the ongoing stewardship of existing donors and volunteers.
- Contribute to the development of an organization wide strategic marketing and communications plan.
- Attend signature and key community events as required.

### Qualifications:

- Degree in marketing, public relations or diploma in Creative Communications or equivalent.
- Minimum of two to three years directly related experience.
- Experience working in content management platforms (web and email), specifically with html code.
- Analytical and problem-solving skills.
- Exceptional communication skills, both verbal and written.
- Strong project management and organizational skills.
- Creative and enthusiastic self-starter.
- Maintain a high level of attention to detail and commitment to quality work.
- Commitment to personal and professional growth.
- Experience working in Luminato (or similar platform) considered an asset.

The role of Events Marketing Officer is a full-time permanent position requiring 37.5 hours/week and evening and weekends as required. As a full-time employee, the successful candidate will be eligible for EAP, Group Health, Group Life and Pension.