Children's Grief Centre | Osten-Victor Living with Advanced Illness Centre | Rosedale Hospice

Hospice Calgary

Events & Sponsorship Coordinator

Hospice Calgary

POSITION INFORMATION

Position Title:	Events & Sponsorship Coordinator
Reports To:	Director, Marketing & Fund Development
Status:	1.0 FTE, Indefinite Term
Work Location:	In-Person (SE Office) | Flexibility as operationally required
Direct Reports:	n/a
Dotted-Line:	n/a
Works Closely With:	Marketing & Fund Development Team; most closely with Marketing and Communications Officer

POSITION SUMMARY

The Events & Sponsorship Coordinator plans, organizes, and executes Hospice Calgary's two signature events, Sage Soiree and Hike for Hospice Calgary, securing new and returning sponsors to support their success and growth. As an integral member of the Marketing & Fund Development team, this role also provides guidance and leadership to third-party event hosts and identifies new ways to engage the community through third-party fundraising events and initiatives.

The Coordinator draws on knowledge of Hospice Calgary's mission and services to build new community connections and support. This role is responsible for providing excellent stewardship and appropriate recognition for event participants, volunteers, sponsors, and donors.

The Event & Sponsorship Coordinator maintains documents, creates reports, enters data, and communicates about events and community activities.

Success in this role means delivering signature events that maximize revenue within budget and provide superior participant experiences; achieving the annual event sponsorship target; fulfilling agreed-upon sponsor benefits; supporting third-party fundraising hosts; and maintaining accurate records and strong relationships with participants, volunteers, sponsors, and donors.

REPORTING STRUCTURE & ROLE CLARITY

Primary Management Accountability

Director of Marketing & Fund Development

Dotted-Line Relationship

n/a

PRIMARY DUTIES & RESPONSIBILITIES

Signature Event Management & Coordination

- Lead and grow Hospice Calgary's two signature fundraising events from concept to completion, ensuring maximum revenue generation and superior participant experiences.
- Manage event expenses to the budget.
- Communicate event details, goals, and plans to the broader Hospice Calgary team to encourage support and participation from colleagues.
- Organize and lead internal event planning committees.
- Coordinate with the Marketing & Fund Development team on required event materials, such as sponsorship packages, invitations, printed signage, etc.
- Work with the Manager of Volunteer Services to recruit and train volunteers for fundraising events and event committees (if applicable).
- Maintain documents, create reports, enter data, and communicate about events and community activities.

Signature Event Fundraising, Sponsorship & Stewardship

- Working with the Sr. Philanthropy Officer, research, identify, solicit, and secure event sponsors to achieve the annual target.
- Recognize, thank, and solicit feedback from event donors and sponsors throughout each event cycle as appropriate.
- Ensure event sponsors receive the agreed-upon benefits.
- Manage the peer-to-peer fundraising software to maximize donations and troubleshoot issues with end-users.

Third-Party Fundraising, Other Initiatives & Administration

- Create and promote third-party fundraising opportunities and resources to encourage greater community involvement and increase externally led fundraising initiatives.
- Research and identify prospective third-party donors and fundraising initiatives Establish and maintain relationships with current and prospective third-party donors.
- Provide leadership and guidance to third-party event hosts as the primary Hospice Calgary contact.
- Coordinate Hospice Calgary's participation in Casino Fundraising activities.
- Apply for and manage the Birdies for Kids fundraising campaign.
- Apply for external events such as the Hitmen Teddy Bear Toss.
- Working with the Sr. Philanthropy Officer, seek out and/or support external corporate fundraising initiatives.
- Provide Southeast office reception coverage as needed
- Other duties as required.

QUALIFICATIONS & EDUCATION

Required

- Degree, diploma, or certificate in event management, fund development, or equivalent experience.
- Minimum of 2 years' experience in event planning.

KEY COMPETENCIES

- Exceptional interpersonal skills; comfortable connecting with people of diverse personalities, ages, and cultural backgrounds.
- Strong organizational, project management, and time management skills.
- Highly developed attention to detail.
- Resourceful and adaptable, with the ability to respond positively and practically when plans change or unexpected issues arise.
- Able to handle multiple tasks, which during peak periods can be at a fast pace.
- Outstanding written, verbal, and listening skills.
- Experience with a donor (CRM) system, such as Raiser's Edge, and with peer-to-peer fundraising software is considered a strong asset.
- Ability to meet the physical demands of the job (e.g., lifting promotional/event items, standing for extended periods).
- Access to a reliable vehicle for transportation of event materials
- Values volunteers and understands their role in the organization's success.

WORKING CONDITIONS

- Most weeks, a standard work week in the office is required (Monday – Friday), with occasional opportunities to work from home on an as-needed basis. Some evenings and weekends are required for events.
- Comfortable working in a shared office environment.