



**\*\*PLEASE NOTE THAT YOUR APPLICATION MUST INCLUDE A COVER LETTER TO BE CONSIDERED FOR THIS POSITION.**

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## **PEI Business Women's Association Communications and Events Officer**

Come join the PEI Business Women's Association as our new Communications and Events Officer as we celebrate our 30th anniversary supporting women in business on PEI!

We are seeking a professional, energetic and qualified team player to produce the organization's communications and events. Based in our Charlottetown office, this is a full-time position.

The salary range is \$55,000 to \$62,000 annually, with the flexibility to work one day per week from home. You will receive four weeks vacation annually, plus Christmas until New Year's Day paid time off. You are eligible for 15 days sick time per year and can participate in PEIBWA's group medical and dental benefits paid 100% by PEIBWA.

These are the responsibilities of this position:

1. Plan and coordinate PEIBWA meetings and events, including the PEIBWA Symposium, AGM, workshops, and networking mixers.
2. Actively promote outreach, training and events through community partners, the PEIBWA newsletter, website, and social media channels.
3. Manage PEIBWA's social media presence including Facebook, Twitter, Instagram, YouTube, and LinkedIn. Create professional, engaging, and innovative content. Advance the social media strategy by assessing performance.
4. Understand and implement the latest communication trends. Engage PEIBWA membership and the community through consistent marketing and branding.
5. Proactively expand and coordinate media relations and prepare press releases.
6. Develop compelling marketing material and outreach for program delivery.
7. Assess effectiveness and cost of communication activities.
8. Support the work of PEIBWA's CEO with research and preparation of communications, reports, presentations and proposals.
9. Collaborate with PEIBWA colleagues on projects.
10. Effectively work with vendors and manage budgets.

11. Recruit and oversee volunteers when necessary, and promote event protocol. Attend external meetings and events when required.
12. Maintain an effective and confidential filing system.
13. Other duties, as required.

### **Formal Education/Training Required:**

A degree or diploma in marketing and communications, business administration, or a relevant field of study from a recognized university or college is considered an asset.

At least two years of progressively more responsible experience in successful event management and marketing and communications.

### **Skills and Attributes:**

1. Excellent writing skills.
2. Ability to identify and respond to the business needs of PEIBWA members and grow membership.
3. Ability to identify, analyze and resolve complex issues.
4. Ability to multitask in a collaborative work environment, take initiative, and represent the organization professionally.
5. Ability to get along with supervisors and co-workers, respect the leadership of the organization, work harmoniously as part of a team, and deal effectively with situations that involve attitudes, opinions, and feelings of others.
6. Media and public relations experience; understanding and aptitude for social media marketing, platforms and strategies.
7. A working knowledge of MS Office, Dropbox, Google Drive, email systems, and video conferencing. Basic website management skills to update content. Familiar with content creation tools such as Canva.
8. Experience effectively managing social media and utilizing tools such as Hootsuite to schedule content across multiple channels and assess performance.
9. Excellent facilitation and workshop skills, including experience sourcing, organizing and contracting presenters, and driving customized content from needs assessment.
10. Ability to engage an audience effectively both orally and in writing, prepare presentations, and produce collateral material.
11. Bilingualism (an asset).

This position will be based in the Charlottetown office, with travel throughout the province as required (mileage reimbursement). Extended hours of work may be required periodically. Other duties may be assigned by the Director or Chief Executive Officer.

Qualified applicants should forward a **cover letter and resume** to PEI Business Women's Association, Attn: Margaret Magner, CEO, to **office@peibwa.org** with "Communications and Events Officer" in the subject line.

**THE DEADLINE FOR APPLICATIONS IS SEPTEMBER 8, 2023**

Thank you to all that apply; however, only those that are selected for an interview will be contacted.