

306.222.3311 info@theprincessshop.ca theprincessshop.ca



Communications Coordinator

Communications Coordinator Job Description

Job Title: Communications Coordinator – volunteer position based in Saskatoon

Time Commitment: 6 hours a week

Purpose: The Communications Coordinator is responsible for the development, coordination and implementation of The Princess Shop’s communications, marketing, advertising and promotions to support the operations of The Princess Shop. The Communications Coordinator is responsible for the effectiveness, organization, growth and sustainability of these activities during her term.

Key Responsibilities:

In collaboration with The Princess Shop team, the Communications Coordinator will plan, develop, manage and direct communications and marketing initiatives to:

- Manage The Princess Shop’s brand and engage The Princess Shop in clear, consistent and transparent communication with all stakeholders, including a focus on the following directives:
 - Share The Princess Shop stories
 - Promote The Princess Shop message
 - Recognize supporters of The Princess Shop
- Manage, maintain and increase online presence, including website, Facebook, Twitter and Instagram
- Engage with graphic designer on creation of promotional materials for fundraising events and outreach campaigns
- Attract volunteers
- Promote The Princess Shop programs with potential, current and past Princess Graduates
- Raise funds to support The Princess Shop general operations through creative fundraising campaigns or events
- Work in collaboration with the Executive Director to seek opportunities to grow and sustain the program
- Prepare media releases for all programs and The Princess Shop initiatives
- Continually engage in efforts to creatively grow and enhance how The Princess Shop communicates with all stakeholders, and engages in campaigns to raise awareness and funds, generating new ideas to that will then be discussed with the Executive Director
- Complete other duties as assigned to support all operations of The Princess Shop

Reports to: Executive Director of The Princess Shop

Position term: The Communications Coordinator must commit to two graduation seasons to ensure sufficient volunteer turnover. Following the second graduation season and each subsequent summer, the Communications Coordinator can be reappointed for another year at the discretion of the Executive Director. For example, if engaged in October 2014, the Communications Coordinator is asked to commit to July 31, 2016.

Qualifications:

- Excellent communication skills, both written and verbal.
- Strong computer skills, including experience with MS Office Suite and apps like Google Calendar and Google Drive. Additional computer skills, i.e. experience with basic html programming and website content management systems, would be an asset.
- A pleasant manner and patience, as well as drive, determination and passion!
- An ability to meet deadlines and prioritize, and is willing to put their responsibilities within this volunteer position first, on occasion.
- Experience working effectively both alone and within a team.
- Strong leadership skills.
- A personal emphasis on being dependable and a willingness to do what it takes to get results.
- An ability to self-motivate and can motivate others.
- Great attention to detail and is organized.
- The resourcefulness and courage to be able to solve problems on the fly, take initiative, and take smart risks.

Support: Training and direction for this position will be provided. In addition, the Executive Director will be available for questions and assistance.

Interested in this great volunteer opportunity? Submit your application (cover letter and resume, including references) to The Princess Shop by email to info@theprincessshop.ca

Questions concerning this volunteer opportunity can be directed to Karen Robson, Executive Director of The Princess Shop at 306.222.3311 or info@theprincessshop.ca