**Position Title:** Charity Ball – **Fundraising & Promotions Chair**

**Term of Office:** September 1 – January 31

**Supervisor:** Charity Ball Coordinator

**Remuneration:** Volunteer

**Hours of Work:** 5 hours per week (September – December); 15 hours per week (January)

**General Scope of Duties**

The Fundraising & Promotions Chair(s)’s role is to work with the Charity Ball Coordinator and the general committee to determine the strategy for soliciting donations in a monetary and product value, create and implement innovative fundraising events, publicize and promote the event, the charities, and any other events or functions related to the promotions of Charity Ball.

### Major Duties and Responsibilities

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<th>Category</th>
<th>Percent</th>
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| Promotions & Marketing Function | 50%     | - Work closely with the Charity Ball Coordinator and the graphic designer  
- Work closely with the Campus Events Promotions Coordinator to develop marketing and promotional campaigns  
- Develop innovative ways to sell tickets and raise money to the event through online marketing / additional fundraising events / promotional contests etc.  
- Build and develop the Charity Ball website  
- Ensure that we are exposing the logos of all sponsors in all possible means  
- Distribute posters, flyers, and other promotional items around the Hamilton community in accordance with all MSU, City of Hamilton and University policies  
- Develop sponsorship package with Charity Ball Coordinator and Director of Campus Events  
- Develop local and corporate business database  
- Seek corporate sponsorship in accordance with Charity Ball corporate sponsorship package |
| Meeting Function                | 40%     | - Attend regular meetings with the Charity Ball Coordinator and Charity Ball Executive  
- Attend regular meetings with the general Charity Ball committee |
Job Description

Other 10%

- Execute regular meetings with the fundraising committee
- Assist the Charity Ball Coordinator with all aspects of charity ball as required

Knowledge, Skills and Abilities

- Organizational and time management skills
- An ability to work under tight timelines
- Strong communication skills
- Must be able to work independently and as part of a team
- A working knowledge of Hamilton community is an asset

Effort & Responsibility

- Attention to detail and excellent delegation skills
- Assistance in other areas of Charity Ball, not just the promotions & fundraising realm

Working Conditions

- Time demands may exceed hours stated, especially as the event draws nearer

Training and Experience

- Marketing and/or public relations experience is an asset
- Fundraising experience is an asset
- Leadership and teamwork experience

Equipment

- Personal computer
- Shared office phone