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| MSU-logo-2001 | JOB DESCRIPTION  Volunteer |

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| **Position Title:** | **Charity Ball – Fundraising & Promotions Chair** |
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| **Term of Office:** | September 1 – January 31 |
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| **Supervisor:** | Charity Ball Coordinator |
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| **Remuneration:** | Volunteer |
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| **Hours of Work:** | 5 hours per week (September – December); 15 hours per week (January) |

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| **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. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| 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 * Execute regular meetings with the fundraising committee |
| Other | 10% | * Assist the Charity Ball Coordinator with all aspects of charity ball as required |

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| **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 |

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

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| **Working Conditions** |
| * Time demands may exceed hours stated, especially as the event draws nearer |

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| **Training and Experience** |
| * Marketing and/or public relations experience is an asset * Fundraising experience is an asset * Leadership and teamwork experience |

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| **Equipment** |
| * Personal computer * Shared office phone |