|  |  |
| --- | --- |
| MSU-logo-2001 | JOB DESCRIPTIONVolunteer |

|  |  |
| --- | --- |
| **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** |
|  |
| **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
 |

|  |
| --- |
| **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
 |