



## POSITION DESCRIPTION

### Volunteer Advisory Committee Member and Marketing Committee Chair

<b>Committee:</b>	Volunteer Advisory Committee
<b>Title:</b>	<i>Volunteer Advisory Committee Member</i>
<b>Sub-Committee:</b>	Marketing Volunteer Committee
<b>Sub-Committee Title:</b>	<i>Marketing Chair</i>

#### ABOUT WESTERNER PARK

Since 1891, Westerner Park has been a place for Central Albertans to gather and celebrate community events. Westerner Park is both an agricultural society and registered not-for-profit with charitable status. Each year, Westerner Park generates more than \$150 million in economic activity, more than 1.5 million visitors come through our gates to celebrate over 1,500 unique events. From weddings and banquets, hockey games and agricultural shows to concerts and trades shows, we continue to be there as Central Albertans join to share in their most memorable moments.

We pair first class facilities with down home service. We treat all our event organizers and guests with the same welcoming, approachable and trustworthy style that has defined our organization for the past 129 years. We enable and service other organizations to gather and celebrate their own purpose and cause.

We are an integral part of central Alberta. We take pride in the experiences we produce and the trade and commerce we facilitate. We support the rural and urban connection in Central Alberta, inspire youth, engage arts, culture and connect our community. Our collaborative spirit facilitates the growth and success of other non-profits and charities. We develop and apply strengths from volunteerism and partnerships for the betterment of our community as a whole.

#### VOLUNTEER ADVISORY COMMITTEE OVERVIEW

The Volunteer Advisory Committee will be responsible for providing the successful delivery of a sustainable volunteer program with a primary focus on assisting Westerner Park staff with the program's creation, development and organization. The volunteer program will improve the volunteering experience and overall volunteer journey at Westerner Park.

Key components of the mission are to:

- Maintain a clear understanding of the motivation of volunteers and the needs of the organization.
- Ensure volunteers enjoy and feel rewarded for their effort and want to continue.
- Ensure volunteer efforts are effectively and efficiently used in meeting the goals of the organization.

#### Volunteer Advisory Committee Member - Essential Duties and Responsibilities

- Attend planning meetings and strategize the volunteer program design related to: *volunteer recruitment, selection, assignment, orientation, training, event logistics, etc.*
- Volunteer care oversight *i.e. budgets, perks, uniforms, recognition*
- Communication and engagement
- Promote and build awareness within your network for the volunteer program and volunteer opportunities
- Relay feedback and/or concerns from the Marketing Volunteer Committee

#### MARKETING VOLUNTEER COMMITTEE OVERVIEW

In addition to being a member of the Volunteer Advisory Committee, this position includes a leadership role as the Chair of the Marketing Volunteer Committee. This is because various Westerner Park business units will have a volunteer committee with a representative on the Volunteer Advisory Committee.

**Westerner Park supports diversity in all our human resources practices.**

This Marketing Chair position will be responsible for overseeing the Marketing Volunteer Committee. Working in conjunction with staff, this committee will contribute to the overall promotion of events at Westerner Park.

### Marketing Chair - Essential Duties and Responsibilities

- Contribute to the planning and promotion of various events
- Recruit event leads to focus volunteer support primarily on major events
- Tasks for the committee would include involvement with areas such as photography, social media, focus stories, design and other avenues of event promotion
- Participate on the Volunteer Advisory Committee
- Onsite support at major events *i.e. Westerner Days, Canadian Finals Rodeo, Agritrade, World Junior Hockey Championships*

### SKILLS AND QUALIFICATIONS

- Registered as a volunteer with Westerner Park
- Volunteer management and coaching
- An interest in / knowledge of Marketing
- Creative thinkers who can brainstorm engaging activities and program details which support the operational and engagement goals of the organization
- Passionate about inspiring and building a connection within our community for events at Westerner Park
- Strong understanding of technology – Microsoft 365/smart phone devices
- Previous experience in an advisory committee is an asset
- Knowledge of non-profit organizations and events an asset

### VOLUNTEER ENVIRONMENT

As part of the major events industry, Westerner Park is an exciting, dynamic and flexible environment! We are hoping to find someone who is keen to be part of both the planning and implementation process for the volunteer program at Westerner Park.

### TO APPLY

Please email your Cover Letter and Resume to the Workforce department with your name and position of interest title in the subject line (*'Marketing Chair' for this position description*) to [volunteer@westernerpark.ca](mailto:volunteer@westernerpark.ca)

### CLOSING DATE

Pending a successful applicant, this posting will remain open until May 14<sup>th</sup>, 2021.

**Thank you for your interest with Westerner Park! We look forward to reviewing your application.**

**Important Message:** We thank all those who apply. Only those selected for further consideration will be contacted.

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