

## **AIDS Calgary Mardi Gras Event – Marketing & Communications Sub-Committee**

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**Supervisor:** Executive Committee

**Level:** Committee members are ranked as a **Tier 2 position**. (See brochure for details on tiers)

**Position Description:** The AIDS Calgary Mardi Gras 2012 Marketing & Communications Sub-Committee will include 2 people who assist the Executive Committee to create and implement an event marketing and ticket sales plan for the first annual AIDS Calgary Mardi Gras Event, to be held on February 18, 2012.

**Objective:** In its inaugural year, the AIDS Calgary Mardi Gras Event will be a special event to raise funds and promote the work of AIDS Calgary to the community. Funds raised from the event contribute to providing services to people living with or affected by HIV/AIDS in Calgary, Bow Valley and Medicine Hat, as well as support HIV/AIDS prevention and education initiatives within these communities.

**Time Commitment:**

- The committee will be active between September 2011 and February 2012
- Each volunteer will attend approximately two meetings per month and have regular assigned independent work
- Each volunteer must be available on event weekend (Feb 17 and 18/12) and attend a final wrap-up event in mid-March

**Responsibilities:**

- Work with the Executive Committee to create and implement an overall marketing and ticket sales plan
- Serve as the steering committee for tickets sales; create and organize a marketing strategy, coordinate ticket sales
- Create an advertising and promotion campaign, including radio, free community channels, social media etc. to increase attendance and create hype leading up to the event
- Distribute event materials (posters, brochures, etc) to various locations in the city, such as: schools, post-secondary institutions, businesses, community associations/groups, social/sporting groups, personal contacts, etc.
- Work with all Mardi Gras Event Committees for specific promotional needs
- Attend all meetings, complete independent work as assigned and track volunteer hours contributed
- Support all committee members and assist with other committee tasks as assigned
- Communicate as requested with all committee members and the Event Coordinator
- Attend Mardi Gras Committee wrap up event
- Respect AIDS Calgary Awareness Association's confidentiality policy and represent AIDS Calgary in a professional and respectful manner while working with the community

**Qualifications:**

- Excellent communication skills, especially through email, social media and phone
- Experience and/or comfort in making "cold calls" and speaking to strangers in a friendly and professional manner
- Marketing and communications experience is desirable
- Creative thinking and excellent organization skills

- Friendly, energetic, outgoing and personable
- Willing to attend various community events leading up to the event
- Must be able to work independently and within a group setting, and follow up with deadlines
- Previous participation at a gala event, event management, fundraising or committee experience is an asset

**Training:**

- Orientation to volunteer program and committee expectations
- At the first meeting AIDS Calgary staff will give an introduction to the objective of the Mardi Gras Event
- Completion of Core Training

**Benefits:**

- Volunteer hours and participation will be tracked and can be provided by the Coordinator of Volunteer Engagement for various purposes required by the volunteer, such as post-secondary applications or work references (after completion of 30 volunteer hours)
- Develop skills such as planning and leadership
- Invitation to AIDS Calgary volunteer appreciation events
- Opportunity to support People Living with HIV/AIDS
- Increase understanding of HIV/AIDS in your community
- Meet new friends, build relationships in the community, take part in an exciting event

**Application Requirements:**

- Submit a volunteer application
- Interview with the Coordinator of Volunteer Engagement and Event Coordinator
- Read and sign a Volunteer Contract and Oath of Confidentiality

Questions? Interested in being an AIDS Calgary Volunteer?

Contact us:

[volunteer@aidscalgary.org](mailto:volunteer@aidscalgary.org)

(403) 508-2500

Or download the application form from our website

<http://www.aidscalgary.org/getinvolved/volunteer/volunteerapplication.cfm>