

Nova Scotia Nature Trust

Volunteer Job Description



Dinner Committee – Promotions Coordinator

Held each fall, the annual dinner is a major fundraiser for the Nature Trust, as well as an awareness-raising and public relations event. The Promotions Coordinator is responsible for all promotions of the Dinner and corresponding ticket sales.

Role Description:

The volunteer will:

- Develop and coordinate a PR/media strategy
- Coordinate press releases
- Coordinate public service announcements and event postings (both print & online)
- Develop branding or 'look' for the event
- Manage advertisements and promotions
- Oversee creation of posters, programs, tickets, etc.
- Recruit volunteers and supervise distribution of posters
- Liaise with office staff regarding ticket sales

Qualifications/Skills Required

- Previous public relations experience required.
- Well-developed interpersonal and organization skills
- Experience in event planning preferred.
- Leadership and planning skills
- Demonstrated creativity.
- Working knowledge of software including Word, Excel, PowerPoint and Publisher/InDesign
- Experience in digital marketing and social networking/social media an asset

Time Commitment

The volunteer should be willing to spend 3-8 hours per month, in addition to regular attendance at committee meetings and the event.

If you are interested in this volunteer position, please contact Robin Levy at (902) 425-5263 or robin@nsnt.ca.