Appendix A
Job Description

Position: Events and Engagement Specialist
Reporting to: Marketing and Digital Media Lead
Edited: July 2026

Job Summary:

The Events and Engagement Specialist will work cross-functionally, coordinating and executing organizational events and engagement opportunities with the purpose of increasing awareness to support United Way Waterloo Region Communities' (UWWRC) mission and work in the community. The individual will collaborate with staff to develop event initiatives that will increase donor retention, and advocate for and engage new supporters for United Way. This role will work collaboratively with all team members to achieve overall organizational goals.

Job Responsibilities:

- **Events**
  - **a.** Under the direction of the Marketing and Digital Media Lead, execute the annual event strategy. Based on this, develop event plans, timelines and budgets to be presented to Senior Management by the Marketing and Digital Media Lead.
  - **b.** Plan, coordinate and execute all logistics for events, including, but not limited to:
    - i. Develop the event's critical path (project plan), with clear staff responsibilities and timelines, to be shared with Senior Management.
    - ii. Ensure staff involved in the event meet timelines as per the critical path.
    - iii. Secure resources required in a timely manner including venues, facilities, equipment, vendors etc.
    - iv. Liaise with volunteers, agencies, key stakeholders (including partners, speakers, facilities personnel, vendors etc.), staff and senior management to ensure a smooth flow of events.
    - v. RSVP's, attendance, and attendee placement
    - vi. Provide key participants with a schedule of events, scripts and other important information for the events.
    - vii. Collaborate with Marketing and Communications to ensure promotion of events both pre- and post-event in accordance with timelines.
    - viii. Other logistics coordination as may arise/be necessary.

    c. Coordinate cross functional support for events, ensuring all relevant functions are included in the planning and execution of event activities.
    d. Together with Finance, develop and manage annual projections, expense budgets, and post reconciliation for events. Report back to Senior Director of Finance.
- **Agency Relations:**
    a. In collaboration with the Community Investment team, maintain working relationships with community agencies in order to develop various donor engagement opportunities.
    b. Represent UWWRC at agency events. This can include events outside of regular working hours and can include setup of tables, booths etc.
- **Donor Engagement:**
    a. Assist with the development and implementation of engagement opportunities for donors and workplaces to provide experiential opportunities for participants. This includes but is not limited to Seeing Is Believing Tours, Days of Caring, Impact Speakers, and poverty simulations.
- **Community Events:**
    a. Represent UWWRC at community events as needed. This can include events outside of regular working hours and can include setup of tables, booths etc.
- **Social Media:**
    a. Assist with the writing, design and posting of UWWRC social media posts.
- **United Way Waterloo Region Communities Promotion:**
    a. Represent UWWRC as required (presentations, social media, events, etc.)
    b. Promote United Way values, brand and mission
    c. Accompany the senior staff when required
- **Other duties as assigned.**

Job Skills/Qualifications (Knowledge, skills and abilities):

- Post secondary education in event management, hospitality or marketing is preferred.
- Minimum of three years of work experience in event management and execution.
- Knowledge and experience in the not-for-profit sector is an asset.
- Excellent relationship skills – ability to build new relationships and maintain existing relationships is required.
- Excellent communication skills (both verbal and written); both with internal and external individuals, including ability to present to a wide variety of audiences and present a persuasive argument.
- Excellent interpersonal skills, including proven ability to work with senior staff, volunteers and leaders in the community; ability to motivate individuals.
- Excellent organizational and task management skills, high attention to details in all aspects of work, and proven ability to meet deadlines.
- Excellent computer skills: Microsoft Office Products, database, other computer skills are an asset.
- Experience in using Canva and social media platforms.

Working Conditions:

- Office environment
- Flexibility to work from home when necessary
- Evening and weekend work as needed
- Need to adjust hours and schedule as necessary to meet the demands of the community as events and opportunities to develop relations may occur outside of regular business hours
- A valid driver's license, access to a vehicle and travel within Waterloo Region is required
- May sit for extended periods
- May involve significant computer use
- Includes set up and take down at events
- May require packing and unpacking of materials up to 20 lbs