Employment Opportunity | Events and Marketing Consultant

Organization: Truly Alive Youth and Family Foundation Inc.

Position Title: Events and Marketing Consultant

Department: General Operations

Reports To: Chief Executive Officer

Employment Type: Full-time

Salary: $28.00

Position Summary

The Event and Marketing Consultant will play a key role in strengthening the public profile, community presence, and organizational visibility of Truly Alive Youth & Family Foundation Inc. (TAYFFI). Critical to this role is the ability of the incumbent to develop and implement marketing strategies that increase awareness of TAYFFI's programs, strengthen relationships with donors and sponsors, attract community participation, and further position TAYFFI as a recognized, trusted, and sought-after change impact organization in Saskatchewan.

Working closely with the management to advance the general operations of the organization the successful candidate will lead the planning, implementation, and evaluation of TAYFFI's annual events and signature initiatives events, fundraising activities, and public engagement strategies.

This position requires a highly organized, creative, and results-driven professional with demonstrated experience in digital/new media marketing, donor engagement, event planning and logistics management, inter-sectoral communications, and proven experience in community engagement.

Candidate must be capable of identifying opportunities to connect TAYFFI's work with relevant national observances, cultural celebrations, community priorities, and fundraising opportunities.

Success in this role requires initiative, creativity, strong interpersonal skills, demonstrated skills in branding and digital designs (graphic designs, video content design, etc), and the ability to manage multiple projects and competing deadlines. The incumbent must be adaptable, comfortable working independently, and willing to take a hands-on approach to ensure that organizational objectives are achieved.

Application Process

How To Apply: Resume and cover letter to be sent to the attention of Human Resources, TAYFFI at info@trulyalivefoundation.org before close of business on Thursday, November 19, 2026

NOTE: We thank all applicants for their interest. Only candidates selected for an interview will be contacted.

Core Responsibilities

Event Planning and Management: Lead the planning, coordination, promotion, and execution of all TAYFFI events, including signature annual events, fundraising galas, symposiums, community celebrations, workshops, and program-related activities.

Fundraising and Sponsorship Development: Identify, develop, and pursue fundraising opportunities, sponsorships, corporate contributions, donor relationships, and other revenue-generating initiatives to support TAYFFI's programs and organizational sustainability.

Marketing and Communications: Develop and implement marketing strategies and promotional campaigns that increase TAYFFI's visibility, communicate its impact, attract participants, and strengthen its public image.

Brand Management: Maintain consistency in TAYFFI's organizational identity, messaging, visual presentation, and public communications across all platforms and events.

Community Engagement and Outreach: Build and maintain relationships with community organizations, businesses, educational institutions, sponsors, donors, media representatives, and other stakeholders.

Strategic Calendar and Cultural Awareness: Maintain an annual organizational marketing and events calendar that recognizes significant Canadian Heritage vis-à-vis cultural observances, commemorative dates, and community celebrations.

Event Evaluation and Reporting: Monitor event performance, fundraising outcomes, participation, sponsorship contributions, marketing effectiveness and submit report for organizational leadership.

Key Responsibilities

Event Planning, Development and Coordination

i. Maintain an annual events calendar outlining TAYFFI's organizational events, fundraising activities, community engagement initiatives, and program celebrations.
ii. Develop event concepts, themes, objectives, programming schedules, timelines, and implementation plans.
iii. Lead the planning and coordination of all TAYFFI events, ensuring that each event aligns with the organization's mission, strategic priorities, budget, and intended audience.
iv. Coordinate major organizational events and other signature initiatives including the Black History Month commemoration, Heritage celebrations, etc.
v. Prepare detailed event budgets, track expenditures, monitor financial commitments, and identify opportunities to maximize available resources.
vi. Identify, research, negotiate, and coordinate venue rental and related logistics relevant to specific events including accessibility requirements, event materials, hospitality, etc.
vii. Develop event run-of-show documents, staff assignments, volunteer schedules, speaker itineraries, and contingency plans.
viii. Oversee event-day operations, ensuring that all activities run according to schedule and that staff, volunteers, vendors, speakers, and attendees are appropriately supported.
ix. Conduct post-event evaluations, document lessons learned, assess attendance and feedback, and provide recommendations for future improvements.

Marketing, Communications and Brand Development

i. Ensure that all marketing and communications materials are professional, culturally appropriate, accessible, and aligned with TAYFFI's organizational standards.
ii. Develop and implement an annual marketing and communications strategy that supports TAYFFI's organizational objectives and priority goals.
iii. Manage the development of marketing and outreach materials that reflect TAYFFI's brand identity and promote TAYFFI's programs, services, events, and emerging initiatives.
iv. Oversee TAYFFI's social media presence and develop a consistent content calendar across relevant platforms that highlight TAYFFI's programs, community initiatives, success stories, upcoming events, organizational milestones, and impact.
v. Work closely with TAYFFI's website provider to ensure web-based content and resources are accurate and current.
vi. Identify opportunities for media coverage, community features, interviews, public announcements, and organizational visibility.
vii. Coordinate the preparation and distribution of press releases, media advisories, public statements, and event announcements in consultation with organizational leadership.

Stakeholder, Sponsor and Community Relationship Management

i. Establish and maintain professional relationships with corporate sponsors, donors, community organizations, educational institutions, businesses, government representatives, and other stakeholders.
ii. Represent TAYFFI professionally at community events, networking functions, fundraising activities, conferences, and public engagements.
iii. Identify opportunities for collaboration, sponsorship, in-kind contributions, promotional support, and community participation.
iv. Coordinate communications and follow-ups with event partners, sponsors, speakers, vendors, and other stakeholders.
v. Ensure sponsors and donors receive appropriate recognition and fulfilment of agreed-upon sponsorship benefits.
vi. Develop and maintain stakeholder contact lists and records of organizational relationships.
vii. Work collaboratively with TAYFFI's program teams to identify opportunities to promote programming and connect with prospective participants.
viii. Support the development of organizational relationships that contribute to TAYFFI's visibility, sustainability, and community impact.
ix. Coordinate staff and volunteer involvement in organizational events, ensuring that responsibilities and expectations are clearly communicated.
x. Participate in staff meetings, planning sessions, community engagement activities, and organizational training.
xi. Perform other related duties as assigned.

Skills and Competencies

Event Management: Demonstrated ability to plan, coordinate, and execute events of varying sizes and complexity, from initial concept through to post-event evaluation.

Fundraising and Sponsorship: Strong understanding of fundraising strategies, donor engagement, corporate sponsorship development, solicitation, and relationship management.

Marketing and Communications: Ability to develop and implement effective marketing strategies, promotional campaigns, and communications plans.

Project Management: Strong organizational and time-management skills, with the ability to manage multiple projects, budgets, deadlines, and competing priorities.

Financial Management: Ability to prepare event budgets, monitor expenditures, track revenue, and evaluate financial performance.

Relationship Building: Strong interpersonal skills and the ability to establish and maintain relationships with donors, sponsors, businesses, community organizations, and stakeholders.

Written and Verbal Communication: Excellent writing, editing, presentation, negotiation, and professional communication skills.

Creativity and Initiative: Ability to develop engaging event concepts, innovative fundraising opportunities, and creative marketing approaches.

Digital Marketing: Extensive knowledge of new media advertising and demonstrated skills administering social media platforms, email marketing, digital advertising, and online engagement analytics.

Cultural Awareness: Understanding of Saskatchewan's diverse communities and the ability to develop culturally responsive events, communications, and promotional campaigns.

Problem-Solving: Ability to anticipate challenges, respond to unexpected situations, and implement practical solutions under pressure.

Attention to Detail: Strong ability to coordinate logistics, review promotional materials, maintain accurate records, and ensure the quality of organizational deliverables.

Adaptability: Ability to work independently, demonstrate initiative, and respond effectively to changing organizational needs.

Required Qualifications and Personal Attributes

Education: Bachelor's degree in commerce, preferably with a concentration in Marketing, Business Administration, or a related discipline. A degree or formal education in Marketing, Communications, Public Relations, Event Management, Fundraising, or a related field may also be considered.

Fundraising Experience: Minimum of three (3) years of demonstrated experience in fundraising, donor engagement, sponsorship development, corporate giving, or resource mobilization.

Marketing Experience: Minimum of two (2) years of professional experience in marketing, communications, brand development, digital marketing, or promotional campaign management.

Event Management Experience: Demonstrated experience planning, coordinating, and executing organizational events, fundraising functions, conferences, galas, symposiums, or community celebrations.

Sponsorship Development: Proven ability to identify prospective sponsors, develop sponsorship proposals, solicit contributions, and maintain donor and corporate relationships.

Marketing Proficiency: Experience developing promotional materials, managing social media platforms, coordinating marketing campaigns, and creating content for digital and print distribution.

Financial and Administrative Skills: Experience preparing and managing budgets, tracking expenditures, maintaining records, and preparing professional reports.

Cultural Knowledge: Demonstrated understanding of culturally diverse communities, with an appreciation for the experiences and needs of Black, racialized, newcomer, and other underserved populations in Saskatchewan.

Communication Proficiency: Excellent written and verbal communication skills, including the ability to prepare professional correspondence, proposals, sponsorship packages, reports, and public-facing communications.

Technical Skills: Proficiency with Microsoft Office Suite, digital marketing platforms, social media management tools, graphic design or content creation software, and email marketing systems.

Personal Attributes: Highly organized, proactive, creative, dependable, detail-oriented, and able to manage multiple responsibilities with minimal supervision.

Availability: Willingness to work flexible hours, including evenings, weekends, and holidays, as required for organizational events and activities.