

## **Position Description** **Coordinator, Programs and Events (Latin America)**

### **POSITION SUMMARY**

The Coordinator, Programs and Events (CPE) reports to the Manager, Initiatives and Programs, and is responsible for coordinating a wide array of special events, professional development events, incoming and outgoing delegations, missions, seminars, market support initiatives and other special activities in support of the mission of BCCIE. The CPE will also work closely with the Communications Team and other members of BCCIE to provide ongoing support and administration of the Study in BC website, BC Study Abroad website and accompanying social media platforms.

The Latin America portfolio accounts for approximately 25% of the position while supporting other general BCCIE events and activities accounts for approximately 75% of the position.

### **RESPONSIBILITIES**

#### **Mission Planning (Latin America)**

With direction from the Director, External Relations, supports planning, logistics and execution for BCCIE Latin America missions and other initiatives as required. Duties include:

- Complete registrations for education fairs and other recruitment and marketing events for BCCIE team members; ensures deadlines are noted and invoices for payment are received, payment is requisitioned and finalized.
- Ensure appropriate marketing collateral is organized and itemized for local distribution or shipment to Team BC mission events.
- Organize and arrange transport of display materials and promotional items for Team BC missions.
- Organize and collect BC school registrations for Team BC missions.
- Prepare final itineraries/schedules for missions and assist in collecting supporting materials for the trip, promotional items, maps, gifts, etc.
- Prepare pre-departure briefing materials for stakeholders and BCCIE team members participating in missions or overseas events.
- Collect mission event statistics, feedback from BC team members and prepare final mission report; responsible for ensuring all post-mission follow up is completed and documented.
- Update activities and track progress to timely completion of tasks and details related to carrying out successful Team BC missions overseas or local marketing events in BC.

### **Summer Conference Coordination**

Working closely with the Manager, Initiatives and Programs, acts as lead for the planning and implementation of the BCCIE Annual Summer Conference. Duties include:

- Manages all onsite logistics during the event and briefing Director responsible for conference.
- Manages catering and coordinates other staff responsible for aspects of the conference (i.e. communications, AV, sponsorship).
- Works with vendors including conference venue, acts as main hotel liaison and reviews session proposals.
- Assists Director in sourcing future Summer Conference Venues and acts as hotel liaison.
- Coordinates event-related communications and supporting coordination of email accounts for Summer Conference.
- Manages the annual budget for the conference and provides input and recommendations when preparing future Summer Conference budgets.
- Collects feedback surveys and leading all post-event activities such as event post-mortem, speaker follow up, etc.
- Undertakes additional projects/initiatives as needed.

### **Event Planning and Management**

- Coordinates RSVP lists for BCCIE professional development and other events, overseeing organization and collection of registrations for events; may involve the use and monitoring of an online registration system including the creation of an event registration form.
- Attends and represents BCCIE at local events handling all onsite event logistics such as catering, set up of room and registration table and onsite registration of attendees.
- Coordinates email accounts for major BCCIE events including incoming missions and PD events.
- Contacts select international secondary and post-secondary institutions on behalf of BCCIE by phone or email to schedule events or institution visits for incoming missions.
- Oversees event logistics including organization of hotel bookings, venue rentals, facilities, catering, AV and ground transportation for events locally or internationally if required.
- Working with communications team, oversees coordination of event-related communications including creation of event description, determining target audience and collecting speaker bios.
- Ensures appropriate follow-up of events including collecting participant feedback, data entry and data management, budget reconciliation, and report writing.
- Updates activities and tracks progress to timely completion of tasks and details related to carrying out successful overseas or local events in BC.
- Undertakes additional project and event management activities as assigned.

### **Social Media and Online Presence**

With direction from the Manager, Initiatives and Programs, works with the Communications team as it relates to the administration and management of StudyinBC.com and BCstudyabroad.ca. Duties include:

- Curates culturally appropriate news content for the two websites.
- Coordinates BCCIE marketing 'in country' events for Study in BC.
- Develops market-specific online campaigns for the websites and social media platforms including the annual StudyinBC and BCSEA contest.
- Monitors and updates StudyinBC and BCSEA Facebook, Twitter, and other social media channels and responds to electronic and social media queries.
- Responds to general inquiries about studying in BC from students, parents and agents via the Study in BC account.
- Liaises with international students in BC involved in Study in BC projects (including Study in BC bloggers).
- Plans regularly scheduled reviews of StudyinBC.com and BCstudyabroad.ca to ensure content is still up to date and relevant.
- Refers media requests to the Communications Team.

### **Other responsibilities**

- Helps to formulate and implement coordination amongst Latin American Consular Corps, especially with the Pacific Alliance, and visiting delegations
- Acts as main back-up support for Executive Assistant.
- Researches and collates information on specific activities in identified regions, as required.
- Coordinates incoming delegations and familiarization tours as appropriate.
- Supports BCCIE Mentorship program activities as required.
- Supports additional BCCIE projects and programs as required.

### **SUPERVISION RECEIVED**

Reports to the Manager, Initiatives and Programs and receives detailed instructions on the assignment of new duties. Works independently within established guidelines and procedures as outlined by the Manager. Works closely and cooperatively with other members of the BCCIE team. Exercises initiative, diplomacy, tact, resourcefulness and sound judgement when representing BCCIE to students, stakeholders, institutions, government officials, community and business organizations, and internal/external partners. Position is subject to annual performance reviews.

### **REQUIRED QUALIFICATIONS**

- Post-secondary degree in addition to 2 years of event planning experience. Experience in international marketing or international education is considered an asset. An equivalent combination of education, training and experience will be considered.
- Exceptional planning skills, attention to detail, and ability to work independently in a fast-paced team environment.
- Advanced administrative and organizational skills with a demonstrated ability for accuracy and efficiency in multi-tasking and prioritizing work with minimal supervision to meet various concurrent deadlines, and to adapt to changing priorities and circumstances.
- Excellent command of English and exceptional written skills including ability to write web content and short news stories for a variety of cultural audiences
- Excellent interpersonal, diplomacy, problem-solving, conflict management, research and cross-cultural communication skills.
- Native-like fluency in Spanish
- Knowledge and superior competence in using Microsoft Office applications (MS Word, Excel, Powerpoint, Access, Outlook) in a networked computer environment and web-based applications to produce reports, spreadsheets, and presentations.
- Demonstrated familiarity with social media channels (Facebook, Twitter, YouTube, LinkedIn, Weixin, Weibo, Youku) as a marketing tool.
- Experience with Google Analytics and Hootsuite social media and website monitoring tools or other equivalent tools.
- Understanding and working knowledge of Marketing and Communications as it relates to website production and promotional campaigns.
- **Must be legally entitled to work in Canada**

### **DESIRED QUALIFICATIONS**

- Experience working in Latin America and/or familiarity with Latin America culture
- Experience in cross-cultural communications either through post-secondary study, travel or direct work experience abroad, preferably in Latin America

**POSTING WILL BE OPEN UNTIL FILLED;  
FIRST REVIEW FOR APPLICATIONS WILL BE TUESDAY, JULY 16, 2019**

**TO APPLY, PLEASE EMAIL COVER LETTER AND RESUME TO [BCCIE@BCCIE.BC.CA](mailto:BCCIE@BCCIE.BC.CA)**