

Sponsorship Lead (Festivals and Events)

Winnipeg Chinatown Development Corporation - Winnipeg, MB

\$11.65/hour – 280 Working Hours by the end of term

Term Position/Part/Full-time/Flex/Temporary (August 2020 to February 2021)

This position is being advertised under the Canada Summer Jobs (CSJ) initiative. To be eligible for this position, you must be between 15 and 30 years of age on the start date of the job. You also must be a Canadian citizen, a permanent resident or a refugee under the Immigration and Refugee Protection Act. You must also be legally entitled to work according to relevant provincial legislation and regulations.

Job Description

The successful candidate will work with the Winnipeg Chinatown Development Corporation and its sister organization the Winnipeg Chinese Cultural and Community Centre to help organize festivals and events pertaining to Winnipeg's Chinatown. With the growing changes with new health protocols, new types of smaller and physically-distanced options are required for the community. The successful will be business-minded and work with past, current and future sponsors.

Key duties include:

- Developing a database of previous Chinatown Street Festival sponsors;
- Meet with other ethno-cultural festival coordinators to learn from them about their sponsorship strategies;
- Producing surveys, focus group meetings, in-person conversations and phone calls with businesses (including those located in Chinatown) to learn what they would like to see in exchange for sponsorship of Chinatown-based events;
- Working with Volunteer Coordinator to survey, focus group meetings, in-person conversations and phone calls with Chinese community groups to learn what they would like to see in Chinatown-based events and what they would make them more likely to participate;
- Preparing a SWOT report on sponsorship for the Chinatown Street Festival and related cultural programming.

By the end of the term, the applicant will have networked with sponsors, businesses, community philanthropists, leaders in the Chinese community and working partners. The candidate will be genuinely interested in creating beneficial and sustaining relationships between the Chinese cultural community and donors. Working with the Marketing Coordinator, the Sponsorship Lead will help share the history and current story of Winnipeg's historic Chinatown in order to showcase its significance in the Canadian mosaic. The position will be supervised by the WCCCC Events and Programming Chairs.

Languages: English, Mandarin (asset) and Cantonese (asset)

Education: Completed high school; Enrolled at or recently graduated from a post-secondary institution with a focus on marketing and communications

Experience: Advanced knowledge of Microsoft Windows Office software

Business Equipment and Computer Applications: MS Outlook; MS Excel; MS PowerPoint; MS Windows; MS Word, Graphic Design software

Candidate Must Possess the Following Traits: Effective interpersonal skills; Flexibility; Accurate; Dependability; Reliability; Organized; Effective interpersonal skills; Team player; Excellent oral communication; Excellent written communication

Additional Skills: Provide basic information to clients and the public; Maintain work records, Perform clerical duties, such as filing and sorting; Research and cold-calling, People skills; Provide comprehensive and tangible work files at the end of work term; Create a comprehensive database and produce sponsorship packages

Work Setting: Associations and non profit organizations

Security and Safety: Child abuse registry check; Criminal record check

Work Conditions and Physical Capabilities: Fast-paced environment; Attention to detail; Repetitive tasks; Handling heavy loads; Combination of sitting, standing, walking

If you are interested in this opportunity, please forward your resume and cover letter to tina.chen@umanitoba.ca with the subject line "Sponsorship - Chinatown Festivals & Events" by August 25, 2020.

Winnipeg Chinatown Development Corporation would like to thank all applicants, however only those who qualify for an interview will be contacted. Winnipeg Chinatown Development Corporation is an equal opportunity employer.