

## **SPECIAL OLYMPICS SASKATCHEWAN**

### **Position Description**

**Position Title: Marketing and Development Coordinator**

**Supervisor's Title:** Executive Director

#### **Description**

Under the direction of the Executive Director, the Marketing and Development Coordinator will lead organizational marketing initiatives, including digital communications and social media, to enhance visibility, engagement, and brand consistency across the province.

This position will plan, coordinate, and execute the promotion of fundraising and development initiatives, including special events, sponsorships, grants, planned giving, and donor - and community-based programs.

#### **Responsibility and Authority**

##### ***Fundraising & Special Events Event***

- Plan and manage provincial and national fundraising events.
- Leadership of marketing/communications calendar.
- Coordinate special events, including sponsor appreciation events and the Annual Awards Banquet.
- Liaise with volunteers, organizing committees, and community partners.
- Ensure sponsor recognition and stewardship in alignment with SOS brand standards.
- Oversee event logistics, staffing, communications, and execution.

##### ***Marketing & Communications***

- Develop and manage membership and stakeholder communications.
- Manage an annual social media/content calendar, creating social media content, scheduling, and maintenance.
- Lead digital marketing initiatives, including social media content creation, scheduling, posting, and reporting.
- Support provincial and national campaigns with marketing and communications.
- Support media relations and communications.
- Create and implement awareness campaigns to inform a general public audience about the Special Olympic Movement.
- Ensure adherence to the brand standards for Special Olympics.
- Ensure appropriate sponsor recognition, engagement and stewardship.
- Assist with media relations and external communications.

### ***Grants and Donation Development***

- Research and identify grant and foundation opportunities aligned with SOS programs and priorities.
- Prepare and submit grant proposals, manage reporting requirements, and ensure compliance.
- Support the tracking of deadlines, deliverables, and required documentation.

### ***Third Party, National and Community Based Fundraising***

- Research and assess third-party and community fundraising opportunities.
- Establish and support provincially driven community fundraising initiatives.
- Assist with third-party and national fundraising campaigns, including but not limited to motionball, National Campaigns, and the Law Enforcement Torch Run.
- Ensure sponsor and campaign compliance requirements are met.
- Participate in additional fundraising initiatives, sponsor stewardship, and related duties as required.

### **Required Knowledge Skills and Abilities**

*The following requirements are representative, but not all-inclusive of the knowledge, skill and ability required to perform the job. Reasonable accommodations may be made to enable individuals to perform the essential functions.*

### **Position Requirements**

- Proficiency with digital and social media platforms.
- Comprehensive computer/web site management skills
- Experience in Public and Media Relations.
- Experience in event planning and management.
- Demonstrated initiative, leadership and a commitment to a collaborative working environment.
- Strong verbal communication skills and exemplary written communication abilities; as well as proofreading skills.
- Demonstrated experience in fundraising within a non-profit environment.
- Experience in grant and proposal writing.
- Proven ability to work collaboratively as part of a team.

### **Education and Experience**

- University degree or post-secondary diploma.  
and/or
- One to three years of industry experience.
- Experience in planning, implementing, and executing marketing and development projects is necessary. Experience in not-for-profit work will also be advantageous.

### **General Requirements**

Special Olympics Saskatchewan  
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Effective Date: January 2026

- Significant knowledge and abilities in office administration, accounting policies and procedures.
- A working knowledge of computers, particularly spreadsheet and database applications.
- Having an analytical nature and a basic knowledge and understanding of research skills is essential.
- The individual should be self-motivated, a self-starter and capable of working independently without constant supervision.
- Must be able to interact and work closely with senior people within and outside the organization.
- Ability to travel to attend meetings and events.

The successful candidate will be required to submit a clear Criminal Record Check, including a Vulnerable Sector Search, prior to the commencement of employment.

Additionally, the employee needs to understand Special Olympics Saskatchewan's vision, mission, and values, which are its primary focuses, and the candidate needs to demonstrate compassion for the membership Special Olympics Saskatchewan serves.

### **Work Environment**

While performing the duties of this position, office and administrative tasks typically make up the majority of the work. Weekend and evening work are required to maintain programs and meet the needs of the organizational membership. Travel is periodically required to be present among the communities delivering Special Olympics programs, fundraising events, and organizational meetings.

### **Relationships**

- This position reports directly to the Executive Director and collaborates closely with other team members.
- This position works closely with and in support of other staff, key volunteers and the Law Enforcement Torch Run Saskatchewan Directors.

*This position description is intended to convey information essential to understanding the scope of the role and the general nature and level of work performed by this position within the organization. However, this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with this position. Management may amend the description from time to time as required to suit growth and changes in the organization.*

To apply, send a cover letter and resume to Rhae-Ann Holoien, Executive Director, at [r.holoien@specialolympics.sk.ca](mailto:r.holoien@specialolympics.sk.ca) by February 10, 2026.

