



COMMUNICATIONS

Committee Member

WHO SHOULD APPLY

Candidates who can demonstrate their interest in:

- Supporting the Christmas Bureau's mission, values and guiding principles
- Bringing a diverse knowledge, experience and cultural base
- Committing time for Communications Committee duties and related activities
- Bringing communications and marketing knowledge and expertise to the Committee table

Experience in any of the following areas would be an asset:

- Providing guidance and expertise on the development and implementation of CBE marketing and communication plans
- Providing guidance and expertise in the development of marketing strategies
- Knowledge or expertise in one or more of the following areas: market research; data based marketing; digital and social marketing; direct mail; advertising; public relations; earned media; influencer marketing; content marketing; traditional media
- Not for profit committee experience

RECRUITMENT PROCESS

Interested candidates are required to submit a resume highlighting experience and a cover letter expressing interest.

Your Christmas Bureau Committee Application Package should include:

- Cover letter (one page) outlining your interest in serving on the Christmas Bureau Communications Committee
- Resume (maximum three pages)
- Two references
- What committee you are applying for.

Please submit your application package to:

Susan Sarrasin, Human Resource Committee Chair
Email: board@christmasbureau.ca

For additional information about the Christmas Bureau of Edmonton, please contact Darlene Kowalchuk, Executive Director by email at darlene.kowalchuk@christmasbureau.ca or by phone at 780-414-7682.

To learn more about the Christmas Bureau of Edmonton visit us at christmasbureau.ca



COMMUNICATIONS

Committee Member Recruitment

Mandate: To provide a festive meal and coordination of Christmas giving to Edmontonians in need.

A volunteer driven charity, non-denominational and accessible to all Edmontonians in need, the Christmas Bureau provides festive meals to Edmontonians in need and teen gift cards to Edmonton teens age 13 to 17. The Christmas Bureau provides coordination of Christmas services in partnership with various Christmas giving organizations like 630 CHED Santas Anonymous, Junior Chamber International and the Salvation Army to minimize the duplication of services. Approximately 50% of the clients served are children and teens under the age of 18 years.

Providing a one-stop application process for three Christmas giving programs—festive food program, teen gift card program and toys for children, applicants are screened for eligibility with dignity and respect. This reduces the stress on families by not having to apply to multiple agencies to ensure that all Christmas services are provided.

The Communications Committee is a committee reporting to the Board. Reporting via the Communications Committee Chair, the Committee assists the Board in providing communications and marketing leadership by:

- Assisting in the development of a marketing and communication framework in support of the Christmas Bureau Strategic Plan
- Assisting in the development of a marketing and communication yearly plan
- Ensuring consistent messaging and positioning statements across all communication collateral
- Monitoring and analysis of marketing and communication strategies through market and donor research

What We Can Offer You:

- Opportunity to give back to your community
- Experience working on a not-for-profit committee
- Effective use of your expertise and experience
- Networking possibilities
- Opportunity to enhance/grow your knowledge and experience

It is greater than one meal. One act of kindness can impact someone for a lifetime.

Christmas Bureau of Edmonton
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