



United Way
Northern British Columbia
unitedwaynbc.ca

Position: Administrative Assistant to CEO
Classification: Full-time
Salary: \$37,000-\$46,000
Location: Prince George
Reports to: CEO, United Way of Northern BC
Deadline: February 24, 2019

Job Summary

The Administrative Assistant to the Chief Executive Officer (CEO) of the United Way of Northern BC (UWNBC) is the first point of contact to the CEO and is responsible to carry out administrative work as requested. This position will also be responsible for maintaining and updating the organization's social media accounts and coordinating events. The ideal candidate for this position is someone who has a proactive approach, is organized, reliable and able to anticipate needs.

The Administrative Assistant role will also be responsible for producing and coordinating communications responding to media and public inquiries, building public awareness of various UWNBC campaigns and activities to ensure that the public, staff, local businesses, media, community interest groups and others have a clear and consistent understanding of our impact, priorities, programs and services. They will also manage digital content for multiple social media platforms and our website within demanding timeframes and be responsible for creating flyers, brochures, posters and ads through programs such as Canva.

Additionally, the position provides the opportunity for an individual with interests in the nonprofit sector, communications, writing, and design to gain understanding of United Way goals, philosophies, branding and communication techniques. A successful Assistant will demonstrate a strong team orientation and a commitment to innovation and continuous improvement.

Requested Qualifications and Skills

- Grade 12 supplemented by successful completion of an administrative diploma,
- three (3) years progressive Administrative Assistant experience,
- one (1) year in Content or Social Media Marketing experience,
- or an equivalent combination of education, training and experience.

Knowledge, Skills and Abilities:

- Excellent interpersonal and organizational skills.
- Ability to be proactive and take the initiative.
- Ability to establish and maintain effective working relationships within a team environment.
- Computer and media literate with proficient knowledge of Outlook, Word, Excel, Facebook, Instagram, Twitter.
- Knowledge of Google apps, Microsoft Office 365, Canva, Mailchimp, Hootsuite an asset.
- Experience with Customer Relationship Management (CRM) database an asset.
- Passion for content and social media marketing, and analytics.
- Understanding of online marketing tactics, social media and Search Engine Optimization (SEO) best practices.
- Ability to organize and prioritize work with minimal direction and work independently.
- Ability to adapt and be flexible to changing priorities, demands and deadlines and work with a sense of urgency.
- Excellent listening, oral and written communication skills.



- Ability to draft and proof read written communications and marketing documentation.
- High level of professionalism with the ability to be discreet and maintain confidentiality.
- Strong time management skills with experience juggling multiple projects and deadlines at the same time.
- Ability to type 50 w.p.m.
- Physical ability to carry out the duties of the position.

Key Duties and Responsibilities

- Acting as a first point of contact to the CEO dealing with mail, phone calls, etc.
- Organising meetings and appointments, including management of CEO calendar.
- Booking and arranging travel, transport and accommodation.
- Organising meetings for both internal and external stakeholders.
- Coordinating fundraising and community events in conjunction with management.
- Working with and assisting the CEO with important tasks, meetings, and deadlines.
- Typing, compiling and preparing reports, presentations and correspondence.
- Working in conjunction with the Operations team to manage databases, filing systems, and administrative systems.
- Liaising with staff and contractors, internal and external stakeholders, current/past/potential donors and sponsors, community agencies, funding recipients, volunteers, UWNBC Board of Directors and Committee members, media, political leaders and the public.
- Collating and filing expenses.
- Preparing reporting and documentation for Board and Committee meetings.
- Draft communications, such as press releases, notices/articles and information destined for the website, and social media.
- Administer an online presence for UWNBC channels, brands and activities.
- Administer digital content for multiple social media platforms and websites within demanding timeframes.
- Monitor online trends, stakeholder activity and identify opportunities to raise awareness through online and digital associations.
- Draft blog posts on a bi-weekly basis; working with Campaign Officers to produce the best possible material.
- Work closely with colleagues across the organization to research, develop, and post content to social networking sites.
- Understand the goal, audience, and message of an event and create promotions in line with UWNBC brand and goals.
- Draft advertising copy (such as tweets) for use by publication or broadcast media to promote the impact of the UWNBC.
- Contribute content to email marketing campaigns and assist with search engine optimization activities such as research and guest blogging.
- Use creative thinking to improve effectiveness of web/social media content and/or applications. Present initial ideas which may be rejected or developed into workable concepts.
- Other duties as assigned

This position works out of the UWNBC head office in Prince George with occasional travel.

Relationship with UWNBC Staff Team

UWNBC is a regional organization that covers a large geographic area. The Prince George main office has a strong team that carries out much of the planning/back of house support for resource development, communications/marketing as well as all the financial management and donation



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receiving. Other Impact and Resource Development staff members work remotely in the northeast and northwest regions of the province. The Administrative Assistant works closely with all staff to further the United Way of Northern BC's mission and brand and to share expertise and knowledge to benefit the whole region.

About the Organization

United Way of Northern BC (UWNBC) serves individuals and families in the entire Northern BC region. From north of Williams Lake to the Yukon border, Haida Gwaii to the Alberta border. This 5-regional district area represents approximately 300,000 people UWNBC also funds bc211, a province-wide health and human service information website and web chat, which connects individuals and families to important resources and support. UWNBC is working collaboratively in new and innovative ways to change lives and build stronger communities. By bringing the right partners together to set goals, share data, track results, and align programs; United Way will not just help one child beat the odds, but change the odds for entire communities.

To change the odds, we focus on advancing the education, income stability, and health of our neighborhoods and communities. These are the building blocks for a good life – a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create self-reliance by ensuring that every child succeeds, every step of the way, from cradle to career.

United Way of Northern BC's promise is to create opportunities so that all children and families, regardless of their circumstances, have the same chances to succeed in school and life. The long-term effects benefit all of us.

Work Environment

UWNBC's work environment is fast-paced, friendly, committed, nonpartisan, and ever-changing. Employees are dedicated, appreciated and recognized for their efforts, and all levels of management are engaged in the work daily. We offer competitive wages and a generous, comprehensive benefit package. The internal focus continues to be working as a team on achieving high level results – communicating, aligning and integrating around the organizational goals.

Here at United Way of Northern BC, we believe that culture is the compass to success and so it is woven into everything we do. We seek hard working, talented people who are looking to join a passionate, outward turning team that is building something bigger than themselves, and having fun doing it. We know you have a lot of choices on where to take your career next. At United Way, you will have 1000's of teammates supporting your growth every day. "Awesome? Apply Here!"

Application Process

Email your cover letter and resume with references to Trista Spencer, Operations Manager at tristas@unitedwaybc.ca with the Subject Line "Application: Administrative Assistant".

We thank all applicants for their interest. However, only those candidates short-listed for an interview will be contacted.