

PT/FLEX Growth Coordinator for Unique Investment Fund (Social Enterprise)

60-65 hours a month to start- some flexibility in hours/days

Encasa is a unique and dynamic social enterprise that expanded to BC in 2015. We are a for profit investment fund company owned by a group of non-profit shareholders. Our awesome clients are co-operative and non-profit housing providers of all kinds. We help them make the most of the money they already have. The BC outreach team is growing and looking for a sales/marketing minded dynamo. Part-time to start with the possibility of expanding the hours over time.

As with any small team you'll wear more than one hat but the core focus is on supporting sales and marketing activities of all kinds, with a little bit of admin thrown in.

- Supporting market outreach activities by:
 - Keep contact management database up to date (Salesforce)
 - Pre-post meeting outreach and follow up and soft contact to prospects
 - Develop Salesforce criteria and protocols to manage campaign and event attendance/participation
 - Support in organizing and follow up on marketing event (presentations & sessions)
 - Develop ads and content (with content expertise support) for marketing channel opps.
 - Encasa online marketing and education tools –development and management
 - Manage and monitor outward facing presence on all communication channels for accuracy consistency (website, presentations, intranet and website, etc.)
 - Keeping marketing material and collateral up to date and in stock (online and hard copies)
 - Keep and manage event calendars
 - Encasa representation at marketing and education events
 - Develop and execute marketing and client appreciation campaigns (in conjunction with outreach team)
 - Basic admin less than 10% of time- i.e., ordering office supplies, sending couriers, managing expense claims.
 - Other things that come up and make sense!

Key skills/experience/attributes:

- Experience supporting sales/business development especially of intangibles (2-3 years) preferably in a professional services environment (financial services) or start-up environment.
- **High proficiency with Salesforce CRM**
- Technical savvy with word, excel, outlook, etc.
- Critical thinker, self directed, wants to grow time and skills
- Comfortable in a dynamic, evolving environment
- Entrepreneurial minded, anticipate what needs to be done next
- Highly organized and detail oriented
- **Bonus skills** – Content writing, desktop publishing, co-op or non-profit housing sector experience.

You'd work closely with the BC Investment Liaison; responsible for outreach (sales and marketing), our Manager of Client services (in Toronto), as well as collaborate with our BC based shareholder partners (BC Non Profit Housing Association and Co op Housing Federation of BC). We all share an office at Housing Central on funky Commercial Drive.

If you have a "get it done" attitude, sense of humour and are comfortable in an environment where when necessary, we all roll up our sleeves and do work at any level, you'll fit right in.

Monthly contract retainer of 60-65 hours a month (approx. 2 days/week)–working times and days flexible but will need to be able to work most of the time attend occasional evening and weekend events planned in advance.

Contract Rate of \$35-40/hour

6 months to start, use of a laptop of your own with a recent version of MSOffice and a cell phone as needed for local calls, any necessary company expenses will be reimbursed promptly.

Please submit a resume and cover letter to John Osmond– josmond@encasa.ca

Thank you! We look forward to hearing from you before February 10th, 2017!