



Event Planner/ Marketing Coordinator

Plug'n Drive – North York, ON

Reports to: COO

Location: Electric Vehicle Discovery Centre – Dufferin and Finch

About the Organization:

Plug'n Drive (PND) is a non-profit organization committed to accelerating the adoption of electric vehicles (EVs) to maximize their environmental and economic benefits. Since 2011, Plug'n Drive has established itself as a leader in the electric vehicle industry, a trusted source of unbiased information about electric cars, charging station infrastructure and the benefits of electrified transportation. In May 2017, PND launched the Electric Vehicle Discovery Centre, the first facility of its kind in the world focused entirely on providing an experiential learning environment for EVs. At this one-stop-shop, visitors learn about the benefits of driving electric, the electricity system that powers them, and have the opportunity to test drive EV models from leading manufacturers in a family-friendly sales-free environment.

About the Position:

We are looking for an enthusiastic and energetic candidate to join the PND team to help drive the environmental agenda. The Event Planner/Marketing Coordinator will participate as a member of a small team of dedicated professionals managing internal and external events and marketing efforts. The candidate must have the ability to work well under pressure, demonstrate active listening skills, and strong organizational/logistics skills. This is a demanding and diverse role that includes a mix of administrative tasks, project coordination and creative work. Please visit plugndrive.ca to learn more!

Job Duties & Responsibilities:

- Create and manage project plans for various marketing and event activities.
- Coordinate events, meetings and trade shows by identifying, assembling, and organizing requirements; establishing contacts; developing schedules and assignments; managing mailing lists to ensure event success.
- Work collaboratively with the COO, the Communications Advisor and the Education and Outreach teams to coordinate event bookings and messaging. Provide administrative support to each member as needed.
- Manage scheduling, logistics, and contracts with external clients and vendors.
- Maintain email lists for internal and external communications.
- Identify opportunities to promote the use of the Electric Vehicle Discovery Centre for employee engagement programs, corporate training events, receptions, galas and beyond. Demonstrated ability to work with diverse and demanding clients.
- Provide support in social media monitoring process as needed.
- Assist in preparing and collating marketing materials as needed



Qualifications:

- 3+ years event planning experience with demonstration of responsibilities above
- Creative and innovative thinker
- Self starter with the ability to work in a small office environment without constant direction and guidance
- Commitment to customer service (both internal and external)
- Highly detail oriented with superb organizational skills
- Strong ability to multi-task with a results oriented mindset
- High proficiency in Google office management tools (gmail, sheets, calendar etc) considered an asset. Proven proficiency in excel, word and power point essential.
- Experience working with graphic design software a bonus
- Excellent written and verbal communications skills.
- Background in business administration and/or environmental management considered an asset.
- Non-profit event management experience preferred
- Keen demonstrable interest in environment/climate change is a must.

Please submit your expression of interest by cover letter and resume to info@plugndrive.ca by July 10, 2017.