



Request for Proposal

Contractor Position with Volunteer Management Professionals of Canada

Deadline to apply is June 30, 2022.

VMPC is seeking a contractor with experience in marketing, communications, and project management to manage our deliverables for a multi-year project with Volunteer Canada, Imagine Canada, and the Association of Fundraising Professionals (AFP) and to assist the board of directors with the marketing and promotion of VMPC events, activities, and initiatives to internal and external audiences.

This position would report to the President and Vice-President of the VMPC Board of Directors.

Key Responsibilities & Deliverables:

1) Coordinate VMPC's portion of the Data-Driven Volunteer Engagement Project with Volunteer Canada, Imagine Canada, and AFP.

- Participate in project planning activities with key stakeholders and coordinate VMPC's project activities and deliverables.
- Organize, promote, and host project-related focus groups and educational sessions via Zoom.
- Produce and promote project resources such as infographics and info sheets to both members and the public via VMPC communications channels including email, website, newsletters, and social media platforms.
- Produce quarterly reports and participate in project evaluation activities.

2) Promote VMPC's events, activities, and initiatives to internal and external audiences.

- Design promotional material such as emails, newsletters, annual reports, presentations, social media assets, posters, infographics using Canva and in accordance with VMPC's brand guidelines
- Advertise upcoming webinars, conferences, and events by updating the VMPC website, sending emails to members, and creating social media posts, stories, reels and videos.

Skills, Abilities and Qualifications:

- Education and/ or experience in marketing, communications, and project management
- Proven ability to manage projects involving multiple stakeholders
- Ability to facilitate virtual meetings or training sessions
- Expertise in social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube and experience producing content
- Experience working with volunteers and boards of directors
- Strong computer skills and familiarity with Google Workspace and Zoom an asset



- Capable of working independently in a virtual environment
- Must be organized, reliable and self motivated with strong interpersonal communications skills
- Reading, speaking and writing in French is considered an asset but not required
- Strong customer service skills, as well as community relations and outreach skills
- Interest in VMPC and the profession of volunteer management desired. It is not required that the contractors are members or working in the profession.
- Must have access to their own computer with camera and microphone, a telephone, and reliable internet connection.

Time Commitment & Duration:

The contract is for 50 hours per month, up to a maximum of 600 hours per fiscal year (April to March). Hours may be rolled over to the next month, or additional hours *may* be approved by the Executive Committee if requested in advance.

The contract duration is for 1 year, with the expectation that the contract will be renewed on an annual basis until December 2024. We are seeking someone interested in a 3-year contract; however, the contract can be cancelled by either party with 6 weeks advance notice in writing.

Contract Fee:

VMPC will pay \$35 per hour up to a maximum of 50 hours per month or 600 hours per year. The maximum contract fee would be \$21,000 annually, unless additional hours are approved by VMPC's Executive Committee.

Application Process:

Interested candidates are invited to submit an application to the VMPC Executive via email at president@vmpc.ca.

The application should include:

- Cover letter outlining why they are the right person for this contract.
- Resume or LinkedIn profile link
- Three portfolio examples that demonstrate your writing, graphic design, and social media abilities. Portfolio items may include some or all of the following: previous marketing collateral designed using Canva or other software, writing examples such as newsletters, emails, blog posts or social media posts, additional communications pieces such as reels, videos, presentations or reports.

About VMPC

Volunteer Management Professionals of Canada (VMPC) was founded in 1980 and is the champion in the field of Volunteer Management. Dedicated to advocacy, capacity building and



Volunteer Management
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PROFSSIONNELS EN
gestion de bénévoles
DU CANADA

networking, it connects and empowers a network of professionals and passionately elevates the quality of volunteerism in Canada.

VMPC collaborates with provincial, national and international organizations to support its membership and strives for volunteer resources management to be recognized and respected as a leading profession of choice.