

## JOB DESCRIPTION HOME AND GARDEN TOUR AND MEDIA COORDINATOR

<b>Job title</b>	H&G Tour and Media Coordinator
<b>Reports to</b>	Designated DCA Board Member

### Background

*The Home and Garden Tour came into being over 30 years ago as a fundraiser for Denman Conservancy Association. DCA uses the money raised by the Tour for various activities such as managing conservation lands, species conservation, public education, and community information. In addition to raising funds, the Tour should also raise the profile of DCA as the leading conservation organization in the Denman Island community and beyond.*

### Purpose of the position

*To ensure the success of Denman Conservancy Association's Home and Garden Tour by creating and implementing a media plan that will widely and effectively promote the Tour and by mobilizing volunteers to carry out the various tasks required to hold this event.*

### Duties and Responsibilities

*Specific duties are defined in the "Chronology of Coordinator Jobs" template and the "Press Writer Chronology" template which will be provided to the contractor. These documents describe the work to be done as well as the time frame in which certain jobs are to be carried out. While the contractor has flexibility in the timing of the activities, deviations from the template must be discussed with the contract supervisor.*

### Primary Duties and Responsibilities

#### **Selecting and Supporting Home and Garden Hosts**

- In conjunction with the DCA Board, beginning as soon as possible, identify, recruit, and retain 10 to 12 homeowners willing to be on the 2022 Tour.*
- Maintain regular contact and support with the homeowners, and facilitate volunteer assistance as required*
- Ensure that relevant homeowners approve any press releases related to their properties*
- At the conclusion of the Tour arrange for each homeowner to be individually thanked for their participation.*

### **Coordinating Volunteers**

- *Minimize the expenses of the Tour by utilizing volunteers whenever possible*
- *Identify, recruit, activate and supervise volunteer workers.  
Record the names of all volunteers.*
- *Make good use of volunteer talents and abilities by delegating tasks appropriate to the volunteer(s) abilities*
- *Ensure that tasks are carried out in a satisfactory and timely fashion*

### **Developing a Media Plan**

- *Review and update the Press Writer Chronology*
- *Review and update historical media contacts*
- *Utilize the appropriate volunteer labour*

### **Outreach and Media**

- *Ensure communication occurs with the DCA webmaster for regular updates to the Home and Garden Tour webpage.*
- *Ensure that relevant websites including that of BC Ferries, are provided with updated information*
- *Utilize social media such as Facebook to publicize the Tour*
- *Ensure that Chambers of Commerce in the Comox Valley are informed of the tour as well as those of Campbell River, Parksville, Qualicum, Port Alberni, Powell River, Nanaimo, Duncan and Victoria*
- *Contact radio and TV to arrange coverage*
- *Contact targeted groups such as garden clubs to advise of the Tour*

### **Submitting Articles, Press Releases and Paid Advertising**

- *Write and submit at least two articles for publication in local papers (Grapevine, Flagstone and Focus)*
- *Write and submit Public Service Announcements for publication in small rural papers*
- *Write and submit press releases and cover letters to major community newspapers from Campbell River to Duncan on at least 2 occasions*
- *Contact glossy west coast gardening magazines to submit articles/photos for publication*
- *Price and receive Board approval to place paid ads in Courtenay, Campbell River, Qualicum/Parksville, Powell River and Pt Alberni, and where approved place ads*
- *Monitor newspapers and advertising to ensure press releases have been published and that's ads are correct. Follow-up as required.*

### ***Producing and Distributing Posters and Tickets Using Volunteers as Appropriate***

- *Ensure that suitable and accurate ticket and poster content is prepared*
- *Identify and communicate with ticket sales outlets*
- *Update list of ticket outlets as appropriate*  
*Ensure that tickets, prices and information about the tour is distributed to all designated Denman and Vancouver Island outlets*
- *Ensure that posters are displayed in Courtenay, Denman, Hornby, Buckley Bay, Fanny Bay and other Vancouver Island communities*
- *Ensure that tickets reserved by email or phone are bought and paid for in advance.*
- *Supervise collection of ticket sales monies*
- *Ensure the documentation of ticket sales money is accurate and that all funds are given to the DCA treasurer in a timely manner.*

### ***Ensuring the Community is Informed and Involved***

- *Confirm with DCA the inclusion of a DCA site on the Tour (TBA)*
- *Communicate Tour information to BC Ferries Corporation and their website as well as local ferry captains and ticket booth personnel*
- *Find community groups interested in providing the Tour luncheon and/or the dessert table*
- *Book the Community Hall for the Tour weekend, and ensure that lunch and dessert providers are aware of rental costs*
- *Enlist the support of on-island ticket outlets and businesses to provide general information, for example dates and ticket information, about the Tour*
- *Liaise with coordinators of other Tours in the Comox Valley.*
- *Communicate with the local roads crew and with Ministry of Transportation regarding traffic issues*
- *Well in advance of the Tour, ensure that the Ministry of Transportation is requested to have the grass cut on the side of roads near Tour homes.*  
*Communicate with Fillongely Park campground manager about added use of the park facilities*
- *Communicate with residents of those areas where Home and Garden Tour traffic causes traffic congestion*
- *With the assistance of volunteers, update directional signs and ensure the location, placement, taking down of and storage of signs*
- *Liaise with the Denman Island Fire Department concerning traffic coordination and use additional volunteers as required*

**Administration, Documentation and Reporting**

- *Work independently and manage time and expenses within the terms of the contract*
- *Communicate and meet regularly with the DCA Board member who is designated as the contract supervisor*
- *Identify potential problems and communicate them to the contract supervisor, and work to solve these problems as they occur*
- *Ensure that there is sufficient insurance coverage for the event and provide dates to insurers*
- *Complete invoices and submit to the contract supervisor, along with all expense receipts and/or requisition forms*  
*Collect and retain Tour statistics for attendance and costs*

**Thanking Volunteers and the Community**

- *Determine a location for the after-party*
- *Ensure that the after-party is well organized and that adequate and appropriate refreshments are provided*
- *At the conclusion of the Tour, place an insert in the Grapevine thanking and listing all volunteers. • Send personal thank you in some form to all homeowners on Tour.*

**Post Tour Activities**

- *Identify future Tour locations.*
- *Update the “Chronology of Coordinator Jobs” and the “Press Writer Chronology” template and any other files; backup copy on dis, and return to the DCA for storage • Submit a written evaluation report to the DCA Board.*

**Undertake other Tasks as necessary for the success of the Tour**
