



## VILLA CATHAY CARE HOME SOCIETY

### Schedule A - JOB DESCRIPTION

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**JOB TITLE:** Community Services Assistant

**REPORT TO:** Director, Donor and Community Engagement

**CLASSIFICATION:** Excluded

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#### **Job Summary:**

Reporting to the Director of Donor and Community Engagement, the Fundraising and Marketing Assistant will be providing administrative support to the fundraising operations and carrying out the assigned fundraising and marketing duties and to fulfill the mandate of Villa Cathay Care Home.

#### **Duties and Responsibilities:**

Duties and responsibilities shall include, but not limited to:

- Supporting the Director of Donor and Community Engagement in achieving Villa Cathay's developmental goals and priorities.
- Supporting family members and residents and cultivate a positive experience with Villa Cathay
- Responding to enquiries (email, telephone & postal) and working with prospects to cultivate relationships with supporters and family members.
- Processing donations and maintaining donor information on the database accurately, thanking supporters and donors in a timely and courteous manner
- Assisting with production of promotional material (brochures, information packages, donation request letters, etc.) and maintaining social media platforms (web page, Facebook, twitter, etc.)
- Maintain accurate records on the different online platforms that Villa Cathay uses
- Working and support other Villa Cathay teams to plan/organize/promote/implement events and activities for residents
- Assisting with the recruitment, training, and scheduling of volunteers and providing support for volunteers as needed
- Collaborating with partnering agencies on events or projects
- Assisting with translation of (into Chinese) letters, brochures, and other media as required
- Collaborate with other departments to meet the priorities of Villa Cathay as required.

**Qualifications:**

## Education, Training and Experience:

- Reliable, self-motivated team player who is passionate about senior care
- Minimum grade 12 with college/university education as an asset
- Experience in customer service with superb communication, listening and problem-solving skills
- Strong coordination and analytical skills with attention to detail
- Proficient in using Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Proficient in using Adobe Creative Products an asset
- Ability to work under pressure, independently, and self-directed
- Ability to motivate, direct, support, and lead volunteers
- Ability and willingness to work weekends &/or evenings as required
- Demonstrated ability to work cohesively in a team environment and be positive & proactive,
- Strong written and oral communication skills in English. Ability to read, write and speak Chinese (Cantonese &/or Mandarin) is an asset

The successful candidate will need to pass a Criminal and Vulnerable Persons Record check.

**About Villa Cathay Care Home**

Established in 1973, Villa Cathay Care Home is a non-profit long-term care home specializing in the delivery of person-centered and culturally sensitive long-term care for seniors who have complex care needs. In response to the growing demand for affordable and quality long-term care, the Villa Cathay Rejuvenation Project was launched in 2016. The project was comprised of rebuilding a 224-bed facility that focuses on promoting residents' privacy, sense of autonomy and self-efficacy, and implementing care enhancement programs to elevate residents' holistic wellness and quality of life.

To learn about Villa Cathay Care Home, please visit [www.villacathay.ca](http://www.villacathay.ca).  
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