

Jennifer Beard, BA - History

EXECUTIVE ASSISTANT OF MATTHEWSON & CO., BOISSEVAIN, MB

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PROFILE	<p>Jennifer Beard is a skilled administrative professional and community-minded coordinator with more than fifteen years of experience supporting busy offices, public programs, and community events across municipal, nonprofit, and tourism settings. She brings strong abilities in administration, event planning, customer service, financial tasks, and team support, along with a long history of working closely with community groups and partners. Jennifer is known for building genuine, positive relationships with the people she works with—whether they're community members, partners, or local organizations. She enjoys creating welcoming, meaningful experiences that bring people together and support community wellbeing. Her work style is organized, steady, and people-focused, and she thrives in fast-moving environments where teamwork and clear communication matter.</p>
EDUCATION	<ul style="list-style-type: none">• Bachelor of Arts (History & Political Science) University of British Columbia (Vancouver, BC) - 1999• Certificate – Managing Conflict in Today's Workplace Mount Royal University (Calgary, AB) – 2007• Certificate – Volunteer Management Volunteer Manitoba (Brandon, MB) – 2021• Certificate – Fundamentals in Human Resources Volunteer Manitoba (Brandon, MB) – 2021• Certificate – Grant Writing Assiniboine Community College (Brandon, MB) – 2021
CORE COMPETENCIES	<ul style="list-style-type: none">• Community relations & partner engagement• Event planning (large and small)• Social media planning & content creation• Policy and procedure support• Curriculum & program development• Administrative operations• Budgeting, accounts payable & receivable• Data entry & records management

INDUSTRY EXPERIENCE

Business Relations, Stakeholder Engagement & Community Liaison

- Build strong, positive relationships with clients, vendors, contractors, and community partners.
- Act as the main contact for questions, updates, and day-to-day communication.
- Support group projects by building trust, following up, and helping partners stay connected.
- Represent the organization in a friendly, professional way that builds confidence and community support.

Event Planning, Tourism Development & Community Programming

- Plan and run tourism events, community celebrations, school programs, and public gatherings.
- Organize event details such as schedules, vendors, supplies, and safety requirements.
- Create event ideas that draw visitors, support local businesses, and highlight community strengths.
- Work with schools, farms, and community groups to offer fun and educational programs.
- Coordinate weddings, special events, and tourism activities that help grow the local economy.

Marketing, Digital Communications & Public Outreach

- Create and schedule social media posts that connect with the community.
- Update website content so information is clear, current, and easy to find.
- Help with online campaigns, digital tracking, and promotional materials.
- Write clear, friendly messages that support tourism, community programs, and local projects.

Grant Writing, Sponsorship Development & Funding Support

- Research grants, write applications, and complete follow-up reports.
- Work with sponsors, prepare recognition materials, and build long-term support.
- Help nonprofits and tourism groups find and secure funding.
- Support local economic development by spotting new funding opportunities.

Human Resources, Training & Team Leadership

- Recruit, hire, train, and schedule staff across several departments.
- Keep personnel files organized and support new staff during onboarding.
- Create training manuals and teach staff how to use new systems and tools

Safety, Compliance & Regulatory Coordination

- Follow health, safety, fire, and event rules across different work areas.
- Work with provincial partners such as Manitoba Housing and Manitoba Health on safety needs.
- Keep records and documents up to date for safe daily operations and events.
- Help reduce risks by following guidelines, permits, and safety procedures.