

Caldwell Family Centre
Job Description

Job title

Marketing Coordinator (Canada Summer Jobs 14 weeks)

Reports to:

Executive Director

Overview:

The Marketing Coordinator will be involved with a variety of communications activities aimed to raise awareness of the programs and services offered by the Caldwell Family Centre. This position would be of interest to those currently studying or who have studied: communications; advertising; marketing; non-profit management; or fundraising.

Responsibilities include, but are not limited to:

- Posting to social media accounts, and identifying opportunities to engage online audiences
- Contributing to the organizational marketing plan including the development of an overall sponsorship package
- Monitoring email campaigns, website and social media traffic, and preparing regular analytics reports and providing direction/best practices
- Developing newsletter, e-version and hardcopy
- Assisting in identifying potential sponsors and donors
- Assisting in creating video content for on-line events and web-site
- Maintaining and updating website content

Qualifications:

- Must be between 15 and 30 years of age at the start of the employment
- Must be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act* for the duration of the employment
- Must have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations
- Excellent interpersonal skills
- Effective written and verbal communications skills
- Extremely organized and able to multi-task in a fast-paced environment
- Detail oriented
- Proficient in the use of computer technology and various computer software applications
- Reliable with flexibility to attend events evening and weekends
- Respect for confidentiality at all times
- A strong commitment and work philosophy
- Successful Police Record Check