



Communications & Marketing Specialist Job Posting

TITLE: Communications & Marketing Specialist

LOCATION: 661 Main Street

DEPARTMENT: Administration

REPORTS TO: Director of Development

DIRECT REPORTS: None

Salary: \$55,000 to \$60,000

POSITION SUMMARY

Under the direction of the Director of Development, the Communications and Marketing Specialist is responsible for planning and executing Main Street Project's communications including digital communications, media relations, brand oversight, and supporting senior leadership in the continued growth of the agency's fundraising program. The Communications and Marketing Specialist will build positive relationships with staff and community members with a focus on creating and distributing content that will enable MSP to effectively communicate with all of the organization's stakeholder audiences. This position will lead all social media and traditional communications, productions, publications, photography and graphic design.

The ideal candidate can take the core values and objectives outlined in the agency's 5-year strategic plan, along with complex concepts, data and information and turn it into engaging content, whether it's a post on social media, a printed guide or a flyer for an event. Successful candidates should be flexible, extremely organized and can take initiative to reach a variety of target audiences. One day, they might take photos and collect stories and the next they may be writing and gathering content for annual report publications or a video

DUTIES AND RESPONSIBILITIES

- Compose material for a variety of audiences and purposes including social media, website, marketing materials, media releases and other print and electronic communications.
- Liaise between staff, community, partners and the public with thorough understanding of all aspects of MSP's programming, how programs work together to convey the impact programming has in our City.
- Coordinate the production, organization and design of all external materials for MSP.
- Design or coordinate the design of engaging graphics and visuals while adhering to the MSP brand and core values.
- Edit and proofread written content for accuracy, consistency, clarity and style.
- Coordinate the planning and implementation of social media initiatives.
- Coordinate with staff for website updates, advertising and media content.
- Assist with the organization of special programs, initiatives and events.
- Write and edit fact sheets, public statements, and letters.



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- Communicate and build relationships with community members, donors, coworkers and volunteers in a positive and responsive way.
- Maintain productivity standards and practices, effective time management and prioritization of work
- Participate in interdisciplinary meetings, task forces and projects.
- Participate in the development and implementation of appropriate tools and strategies needed for assessments, program planning/development and evaluation including annual work plans, quarterly and annual reporting.
- Demonstrate discretion and tact when dealing with highly confidential materials and matters.
- Participate in relevant meetings, committees and assigned projects.
- Develop and implement an individual plan for professional growth and development including participating in professional organizations and activities, workshops, seminars and staff development.
- Adhere to Main Street Project policies and procedures.
- Adhere with Personal Health Information act and the Federal Personal Information and Electronic Documents Act.
- Represent Main Street Project professionally and competently.

SKILLS & SPECIFICATIONS

- Knowledge of communication planning, implementation and evaluation.
- Comfortable building relationships with community, coworkers, donors, volunteers.
- Proficient in the use of current technology required for the performance of duties, including MS Office and database or CRM software.
- Ability to understand, provide feedback and implement necessary revisions to processes and procedures.
- Skilled communicator with excellent oral and written communication skills and the ability to professionally communicate with diverse individuals.
- Proven ability to manage numerous tasks and projects simultaneously including the ability to coordinate, delegate, and monitor the completion of administrative work.
- Proven ability to independently oversee daily communications operations including working closely with and providing direction to other administrative support staff in a professional and collaborative manner.
- Motivated, self-starting, detail oriented and exceptional organization and time management skills.
- A people-person, team player that willingly and enthusiastically provides support and mentorship as required.
- Ability to handle highly confidential material and matters professionally.
- Ability to work varying hours to accommodate committee meetings, special events, etc.



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EDUCATION & QUALIFICATIONS

- Post-Secondary degree or diploma; equivalent combination of education and experience will be considered.
- 3-5 years of communications experience in a complex private, public or non-profit organization.
- Experience managing websites, social media accounts, newsletters, curating content and collecting data about the impact of the work in the sector.
- Experience writing and editing media releases, coordinating media conferences, hosting and communicating with journalists and coordinating media interviews.
- Experience using current communication and marketing software.
- Knowledge of communication planning, implementation and evaluation.
- Experience or strong background supporting graphic design relating to both print and electronic communications. Experience in graphic design an asset.
- Strong editing skills.
- Experience in the non-profit or charitable sector an asset.
- Experience writing for the social services is an asset.
- Ability to apply Harm Reduction and Housing First philosophies in day-to-day work and interactions.
- Knowledge of the effects of poverty and the detriments of health is essential.
- Knowledge of Indigenous culture.
- Satisfactory Criminal Record with clear Vulnerable Sector Search, and a clear Adult Abuse Registry Check required.
- Proof of being fully vaccinated against COVID-19 is required unless accommodated based on a medical contraindication, religion, or another prohibited ground for discrimination as defined under the Canadian Human Rights Act.

APPLICATION PROCESS:

When emailing your application, be sure to indicate the correct position information in the **subject line** when applying:

Submit required documentation to	hr@mainstreetproject.ca
Required Documentation	Resume, Cover Letter, Educational Requirement
Closing Date	January 9, 2022
Subject Line	Communications & Marketing Specialist

Main Street Project recognizes the importance of building a workforce that is reflective of the community it serves, where culture, language and perspectives drive a high standard of care and service. Therefore, preference will be given to Indigenous people and those who reflect the people/population we serve. Applicants are asked to self-declare in their cover letter along with describing how they meet the above qualifications.

We thank all applicants but only those selected for an interview will be contacted.