



Job Description - Marketing and Communications Coordinator

Position Overview

Full-time 37.5 hours per week

Location: BBBSN St. Catharines Office (428 Niagara St.) with regular travel to other BBBSN locations within Niagara required

Rate of pay: \$40,000 per year plus paid vacation and sick days, and health and dental benefits

Typical work week is Monday to Friday. The ability to work flexible hours including evenings and weekends is required.

Big Brothers Big Sisters of Niagara is seeking a Marketing and Communications Coordinator to join our team. The primary role of this position is to generate material and cultivate key messages to support agency operations, and to elevate the public awareness and positive reputation of the agency. The Marketing and Communications Coordinator will demonstrate innovation and creativity while ensuring adherence to branding requirements. This position requires excellent written and verbal communication skills and extensive knowledge of critical success factors for marketing, brand awareness and communication in the charitable sector.

About Big Brothers Big Sisters

Big Brothers Big Sisters of Niagara (BBBSN) is a charitable organization that has been supporting vulnerable young people in Niagara for the past 87 years. Our mission is to enable life-changing mentoring relationships to ignite the power and potential of young people. This is achieved through a combination of one on one and group mentoring programs, offered both in the community and in schools.

Key Responsibilities

Marketing, Social Media and Website

- Design and execute engaging, meaningful and brand consistent content for the agency's website, print materials and social media platforms (Facebook, Instagram, X, LinkedIn, etc.).
- Maintain and update the agency's website to provide the community with up to date information.
- Effectively utilize various graphic design tools and software (Canva, Adobe, Power Point, Excel, etc.).
- Provide oversight for all marketing assets including print, radio, electronic, billboard, etc.

- Help to develop and maintain an annual plan and budget for marketing and communications that incorporates events, brand awareness, volunteer and family recruitment, and other agency priorities.
- Contribute to the evaluation and reporting on the success and impact of each platform and campaign.
- Research trends, be creative, and have a willingness to adapt to the changing charitable landscape. Make recommendations on new potential initiatives and opportunities.
- Take photos and record video at functions to promote the agency, always ensuring compliance with Media Consent policies before posting any content.
- Ensure that marketing materials reflect diversity, equity, inclusion and justice.

Communications, Media Relations and Community Engagement

- Utilize quotes and testimonials to increase impact on socials, website(s), recruit volunteers and families, and for funder applications and reports. Seek input and feedback from appropriate staff members regarding content.
- Develop and distribute the agency's electronic newsletter.
- Develop and maintain positive relationships with members of the media and other key individuals.
- Prepare media advisories, press releases and speeches.
- Work to educate the community about the agency's mission, vision, key messages and strategic priorities.
- Prepare an annual Impact Report to highlight the positive impact the agency has in creative ways.
- Take the lead on graphic design needs for the Agency, creating eye-catching and informative marketing assets and print materials for fundraising, service delivery and agency Events.
- Write, create, design and proof-read communications materials to support events, fundraising/donation asks, and other needs as required.
- Provide marketing and communications support for agency programs, events, campaigns, and initiatives, including the Nearly New Thrift Store.
- Support Government Relations and Crisis Communications when required.

Other duties include:

- Fundraising, Event, and Program Support.
- Record Keeping and Administrative Functions.
- Additional duties as required.

Qualifications

- University or College degree/diploma in either Public Relations, Media and/or Marketing, or similar field.
- 2 years related experience in marketing and communications.

- Experience within a social service/charitable agency is an asset.
- Excellent organizational and time management abilities, with the ability to meet tight deadlines.
- Skilled in designing and delivering inspiring, engaging communications tools.
- Skilled in WordPress, Power Point, Excel, Word, Publisher/Canva, Office 365, website and social media platforms.
- Able to work independently and as part of a team.
- Exceptional oral and written communication skills, with detail-orientated eye for both internal and public facing materials.
- Awareness and sensitivity to diversity, equity, inclusion and justice.
- Demonstrated ability to communicate effectively with a variety of people and solve problems as they arise.
- Ability to work flexible hours.
- Recent Vulnerable Sector Police Check naming Big Brothers Big Sisters will be required.
- Reliable insured vehicle, valid driver's license and ability to travel between multiples offices/sites.

How to Apply:

Please submit your resume and a cover letter outlining your relevant experience and why you are interested in this position to Franklyn Searle, Director of Development and Communications, at franklyn.searle@bigbrothersbigsisters.ca

Application Deadline: October 15th, 2024 at 12pm.

Big Brothers Big Sisters of Niagara is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.