



JOB POSTING

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| Closing: | September 2, 2021 |
| Position: | Coordinator, Marketing & Communications |
| Location: | Remote (anywhere in Canada) |
| Job Status: | Full-time |
| Hours of Work: | 37.5 |
| Salary: | Competitive |

SUMMARY

As part of the DWF team, the Coordinator, Marketing & Communications is responsible for the coordination of day-to-day communications and marketing initiatives. Reporting to the Manager, Marketing & Communications, the Coordinator, Marketing & Communications supports the advancement of the overall communications and marketing strategy for DWF.

As DWF continues to rapidly grow and expand, a willingness to be nimble, flexible, and to accommodate ongoing change is essential.

DUTIES AND RESPONSIBILITIES:

- Manage the production of print materials including liaising with graphic designers, translators, other departments, and printers to ensure the timely delivery of marketing materials.
- Write copy and source imagery that communicates the Gord Downie & Chanie Wenjack Fund's brand.
- Ensure DWF communicates with consistent voice, narrative, and key messaging throughout all communications mediums and tools
- Provide editing and proof reading as required
- Develop content, update processes and deadlines for all new content on the website to ensure site changes are accurate, on-time, and communicated to stakeholders.
- Gather and prepare newsletter content from all departments to ensure DWF subscribers are informed of all upcoming events and initiatives.
- Ensure timely distribution of general e-newsletter and all other newsletters.

- Utilize email marketing software to maintain email list management, including management of email list segments, and the development of marketing initiatives to increase subscriber base
- Assist with creating content, coordinating and posting a wide range of social media content from all departments through Hootsuite.
- Assist in monitoring community engagement (comments, direct messages) on social media, responding, redirecting, and escalating as required.
- Engage with DWF's online community to ensure positive public relations and escalate/share/respond as required.
- Respond to media inquiries in a timely manner and coordinate interviews with spokespeople.
- Ensure media contacts are added to database for tracking and ongoing relationship-building.
- Ensure media interviews are posted on social media as needed.
- Support the planning and execution of events and initiatives to optimize fundraising and subscriber opportunities for the organization
- Assist with departmental workplans, and workback schedules as required.
- Participate in staff planning meetings, strategic visioning, and program development opportunities.
- Utilize computer programs (spreadsheets and database software to prepare reports, memos, and documents) + maintain files and media records on SharePoint.
- Maintain knowledge of stakeholders (including media and vendors).
- Manage physical and digital documentation for DWF according to established procedures.
- Coordinate administrative activities with external vendors (i.e. printers, events, translation, etc).

QUALIFICATIONS:

- Post-secondary education in marketing, communications, journalism, public relations or other related areas combined with 3-5 years work experience in communications and marketing, or an equivalent combination of education and experience.
- Must possess strong written and verbal communication skills in English.
- Proficiency in French considered an asset.
- Strong organizational/time management skills with an ability to manage multiple demands, meet deadlines, take initiative, and work as a member of a team.
- Demonstrated ability to write content for various platforms including social media, websites, and print material.
- Experience working with Indigenous Peoples and communities is preferred and knowledge of Indigenous cultures, and traditions is preferred.
- Experience working with media considered an asset.

- Experience working with MS Office, CRM tools, social media tools, database management systems, Adobe, and general website maintenance.
- Experience in the charitable sector considered an asset.
- Current Police Record Check and Vulnerable Sector Screening is required.

SUBMISSION PROCESS

We encourage applications from First Nations, Inuit, and Métis people and all others interested in the position.

Please submit your cover letter and résumé by 5:00PM EST September 2, 2021 to amanda@downiewenjack.ca.

Only applicants selected for an interview will be contacted. A Police Record Check, and Vulnerable Sector (if applicable) will be required at the time of offer of employment.

To learn more about DWF, visit downiewenjack.ca.