

Do you excel at communication? Are you driven to achieve excellence? Do you understand the strategies and tools needed to successfully implement communication and marketing plans for a not-for-profit? Do you thrive in a work culture of support and trust? If this describes you, join our team and make a difference!

Centre for Family Literacy (CFL) is looking for a Communications Coordinator. This role focuses on the implementation of the communication and marketing plans of the CFL. Reporting to the Development and Community Engagement Manager, the Communications Coordinator ensures consistency of the Centre's branding, is the media point person, and implements the communication and marketing plans through the development of materials (writing and design) and the use of various communication tools (social media, website, print material. etc.).

Role Responsibilities

- Understand, stay current with and implement research, trends, strategies and best practices in communications
- Raise awareness and build support for the Centre for Family Literacy through communications
- Assist in the development of internal and external marketing and communication plans
- Develop and implement annual social media plan
- Create content for social media postings
- Support and edit video initiatives
- Point person for all media releases and requests
- Ensure consistency of branding across the organization
- Create and implement training, processes, and tools for staff to support understanding of branding guidelines and key messaging
- Implement strategies and tactics to support the marketing and communication plans
- Create materials for different Centre initiatives (programs, events, training, resources etc)
- Develop and maintain content on the website and other digital platforms (app, etc)
- Produce the Centre's eblast (newsletter)
- Co-develop resources for professionals and general public
- Ensure quality and content integrity as well as compliance with all legal and regulatory standards, including accessibility, security and protection of personal information of the website and all digital platforms
- Keep inventory of resources and maintain supplies
- Assist in the review of communication policies and procedures
- Monitor budget
- Attend meetings and work with the Communications and Community Engagement Committee
- Provide communication reports to supervisor to inform board of activities
- Perform evaluation quarterly, review all analytics and results, and compile to present to the Communications and Community Engagement Committee and Leadership Team
- Conduct an annual evaluation of all marketing and communications tools and share with all staff

Overall Organizational Expectations

- Demonstrate initiative in supporting the organization's vision, mission and values
- Contribute to internal organizational culture
- Attend and participate in committee and team meetings
- Communicate effectively internally and externally
- Participate in training and professional development opportunities (internal and external)
- Promote special events, fundraising initiatives, and activities
- Other duties as assigned.

Personal Competencies, Education & Experience

- Degree or diploma in Marketing, Communications or Public Relations or equivalent experience
- Experience supporting fund development initiatives and targeted communications to sponsors, donors, etc. an asset
- Firm understanding of social media platforms including, but not limited to. Facebook, Instagram, Tik Tok and Twitter
- Experience using WordPress, Canva, InDesign, Illustrator, Photoshop and Acrobat Pro
- Excellent written and oral communication skills
- Respectfully engages in difficult conversations and works toward a resolution
- Strong analytical skills, attention to detail and demonstrated ability to achieve outcomes and meet deadlines
- Ability to work in a high-performing, highly professional and results oriented environment
- A positive and conscientious team player
- Ability to work in an inclusive environment with those of diverse backgrounds
- High level of computer literacy including: word processing, spreadsheets, email marketing platforms and online video conferencing
- Experience working in a Mac environment
- Experience with Google Suite/Workspace

Full-time position (37.5 hours per week).

Salary Range: \$42,000 - \$47,000

Benefits: Life, health and dental insurance after three months, RSP after one year of employment, paid vacation, sick time and PD time, flex time, hybrid work model (home and office), day off for birthday, two weeks off at Christmas (paid), half day Fridays in the summer.

Sounds like you? Send your resume and cover letter in PDF format to: jobs@famlit.ca

Due: June 17, 2022 or until a suitable candidate is chosen

Be sure to tell us why you would be a good fit for this role!

We thank all applicants for their interest. Only those shortlisted for interviews will be contacted.