

Coordinator, Marketing and Events

JA CENTRAL ONTARIO

Posted On:	April 16, 2021
Closes On:	May 7, 2021
Location:	Office is in downtown Toronto (remote through pandemic)
Reports to:	Director, Marketing and Communications
Salary range:	\$45,000 - \$55,000
Role type:	Full time, contract (April 2021 – June 30 th 2022)

Are you passionate about storytelling and brand building? Are you looking to develop a rewarding career in impact-driven charity communications and fundraising? If you're motivated by empowering youth and supporting the next generation, we'd love to hear from you!

JA Central Ontario is seeking a creative, versatile Marketing and Events Coordinator to help us tell the JA story and enhance our impact on youth across the region. This role will play a key part in amplifying our mission and messaging, enhancing our online presence as well as supporting in-person and digital fundraising events.

Reporting to the Director, Marketing & Communications, this role will help showcase JA Central Ontario's work through regular, engaging digital content and impactful fundraising events.

The role will include content creation and management of digital marketing channels (including social media, e-marketing and news articles) to help develop and shout about the JA Central Ontario story. The role will also work closely with the JA Central Ontario team to support digital and in-person fundraising events. Working with the events manager and wider team, the Coordinator will create promotional content, share key communications and support with administrative tasks as required.

KEY RESPONSIBILITIES INCLUDE:

Marketing and Communications (70%)

- Creating a variety of digital content (graphics, video and written) in line with brand guidelines, content strategy and organisational objectives
- Managing JA Central Ontario's social media channels on a day-to-day basis:
 - Create relevant content for all channels and audiences
 - Schedule content for distribution using social media management tools
 - Respond to messages received on social platforms
 - Analyse and report on usage data using social media listening tools
- Working with the wider team and stakeholders to create engaging news and impact stories for web and social media
- Creating monthly email communications for stakeholders based on organizational goals and audience need
- Providing administrative support for marketing communications channels

Fundraising Events Support (30%)

- Working with the JA team and suppliers to support delivery of key fundraising events (online and in-person where appropriate)
- Creating communications for fundraising event supporters and attendees
- Providing administrative and technical support during fundraising events
- Creating impact reports for sponsors, funders and supporters to demonstrate how they are helping JA students succeed

WHO WE'RE LOOKING FOR:

EXPERIENCE:

- Post-secondary education in Marketing Communications or related field
- 2-3 years experience in digital marketing and content creation – preferably in a fundraising setting

KNOWLEDGE, SKILLS, & ABILITIES:

Required:

- Outstanding copywriting and content creation skills, specifically for digital channels
- Experience developing and delivering digital content for web, social media and email – targeting a range of stakeholders and audiences from Corporate Partners to students.
- Experience supporting in-person and digital fundraising events to meet organizational goals and objectives
- Experience using email marketing tools such as MailChimp or Constant Contact
- Ability to collaborate, provide updates and deliver results in a virtual work environment
- Ability to independently manage simultaneous deadlines and diverse project teams

Preferred:

- Working knowledge of Adobe Creative Suite including InDesign, Photoshop, Illustrator
- Experience with web content management systems such as WordPress
- Understanding of Google Analytics, Google Tag Manager and Search Engine Optimisation

As JA Central Ontario is a youth-serving organization, offers of employment are conditional on the review of references and a Police Records Check.

Take the next step in your purpose-driven career by joining our team. We offer:

- A comprehensive benefits plan, professional development support, generous paid time-off
- A positive, supportive, and engaged culture.
- An unparalleled opportunity to inspire and prepare young people so they can succeed in a changing global economy.

HOW TO APPLY:

Submit a resume and a cover letter to eszigeti@jacentralontario.org with Coordinator, Marketing and Fundraising Events in the subject line. Be sure to tell us what makes you a great candidate for this role and why you want to join JA. Only those applicants being considered will be contacted.

JA Central Ontario is an equal opportunity employer, who values the diversity of our employees and those we serve. We welcome applications from all qualified applicants. If you require accommodation measures in the hiring process, please let us know in advance. Thank you for your interest in joining our team.

ABOUT US:

[JA Central Ontario](#) is a charity on a mission to inspire and prepare young people to succeed in a changing global economy. Working in Halton, Peel, Toronto, York, Durham, and Simcoe regions, we bridge the gap between education and the world of work, providing 30,000+ students in grades 3-12 with essential financial literacy, work-readiness, and entrepreneurship skills and experiences. A member of JA Canada and part of JA Worldwide, JA is the world's largest not-for-profit dedicated to educating young people about business.