



MARKETING AND COMMUNICATIONS COORDINATOR

Canadian Women's Foundation is Canada's national public foundation for Canadian women and girls. The Foundation invests in the strength of women and the dreams of girls. Its goal is to empower women and girls in Canada to move out of violence, out of poverty, and into confidence and leadership. Since 1991, it has engaged with individuals, corporations and foundations across Canada to raise funds and invest in over 1,400 community programs, and partnered with multiple stakeholders across Canada to help achieve these goals. The Foundation is now one of the ten largest women's foundations in the world, with offices in Toronto and Calgary, and additional staff in Montreal and Vancouver. More information on the Foundation is available at www.canadianwomen.org

POSITION SUMMARY

Position type: Permanent, full-time

Location: Toronto, ON

Years of experience: 2+

The Canadian Women's Foundation is seeking a Marketing and Communications Coordinator to work with a creative and committed team in our Toronto office. This position reports to the Director, Marketing and Communications, and Senior Writer, and works collaboratively with other staff on the Public Engagement team. The Marketing and Communications Coordinator is responsible for the layout and production of print and online materials in support of the Foundation's goals for public awareness, engagement, and fundraising.

KEY RESPONSIBILITIES

Website

- Update and format content, create new pages/microsites for campaigns and pledge-based events, and archive pages as needed
- Provide support for website redesign: content migration, site testing etc.
- Track and report website metrics using Google Analytics
- Contribute to improvements and processes related to traffic, conversions, and content

Communications

- Develop design layouts for digital and print communication materials (e.g. reports, event materials, social cards, infographics etc.)
- Coordinate the production (approvals, translation, printing, distribution) of digital and print communication materials
- Manage inventory of communications materials, including photography, stories, printed materials etc.
- Occasionally format and set up campaign emails in Luminato

Marketing

- Coordinate the production of campaign, advertising, and other promotional materials including print ads, PSAs, videos etc.

Project Admin

- Responsible for tracking project schedules and budgets
- Provide project admin support to other team members (e.g. schedule interviews, arrange photo shoots, arrange courier etc.)
- Request quotes and liaise with external vendors (e.g. printers, designers, programmers, photographers, translators etc.)

EDUCATION, EXPERIENCE, SKILLS, AND CHARACTERISTICS

- University degree or certificate program (or equivalent) in Marketing, Communications, Graphic Design, or a related field, or an equivalent combination of education and work experience
- Minimum 2 years' experience in marketing, communications, or design, ideally in a non-profit environment
- Demonstrated skill in the use of graphic design software (InDesign, Illustrator, Photoshop etc.)
- Demonstrated ability to coordinate production of marketing and communications materials
- Demonstrated skill in tracking and reporting web metrics (Google Analytics)
- Demonstrated skill in the use of CMS platforms (e.g. WordPress)
- Experience using email marketing and online fundraising apps (e.g. Luminare, MailChimp, TeamRaiser) an asset
- Demonstrated knowledge of basic marketing and communications strategies, especially for donor audiences
- Excellent attention to detail
- Excellent written and verbal communication skills
- Creative, collaborative, diplomatic, enthusiastic, flexible
- The Canadian Women's Foundation is a national organization. As such, bilingual candidates will be given special consideration.

To apply, please send your resume with cover letter, and digital portfolio to humanresources@canadianwomen.org by **end of day, Friday, Sept. 22, 2017**. No phone calls please. We thank all who express interest, but only those selected for an interview will be contacted.

The salary range for this role is \$40-\$46,500, and includes an excellent benefits package, and flexible work environment.

The Canadian Women's Foundation is committed to building a diverse workforce. We welcome employees' differences in age, colour, ethnicity, family or marital status, gender identity or expression, language, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, and other characteristics that make them unique.

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For more information, please visit www.canadianwomen.org