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**MARKETING & COMMUNICATIONS COORDINATOR**

**JOB DESCRIPTION**

Through leadership and partnership, Community Futures Eastern Ontario (Network Inc.), represents a network of 14 participating Community Futures Development Corporations in Rural Eastern Ontario. Managed by experienced professionals, we work to strengthen the area's regional economy at a community level by supporting innovation, business growth, and diversification. Guided by a Board of Directors made up of Community Futures representatives, we act as one regional voice to enhance the profile, reach, and impact of the Community Futures program across Rural Eastern Ontario.

Community Futures Eastern Ontario is seeking a **Marketing & Communications Coordinator**, responsible for growing the network's profile and sharing the multitude of local economic development stories stemming from our offices. The Marketing & Communications Coordinator will report to the Executive Director.

**Key Responsibilities**

- Coordinate all network marketing and community events
- Create original content to increase Community Futures' brand awareness
- Work with the Executive Director to refine the network's marketing and communications strategy and develop a plan for execution
- Create and manage all print and online promotional materials including brochures, media releases, newsletters, email, social media and website posts, etc.
- Manage all digital marketing initiatives and social media campaign strategies
- Stewardship of the Community Futures Eastern Ontario brand, and work in collaboration with other regional and provincial networks to broaden the Community Futures brand as a whole
- Create, proofread, and edit posts and campaigns for various marketing channels, ensuring a consistent voice
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports
- Conduct market research and identify trends
- Participate in all marketing committee meetings
- Development of new strategies for visibility and growth
- Provide support to local Community Futures offices as they work to execute their local marketing initiatives
- Development of marketing program reports and analysis
- Provide input in the development of the annual marketing budget
- Maintenance and development of local media relations
- Utilize graphic design skills to create and improve marketing templates
- Act as a photographer when creating local success stories, and contribute to the creation of a digital image library
- Provide input and work with an administrative team to shape program development
- Deliver program and customer service support, where needed

**Preferred Qualifications**

- Related degree or diploma
- 2+ years of experience in a similar or related field
- Previous experience working in the non-profit/economic development sector
- Superb oral and written communication skills
- Extensive experience with web and social media content development and digital marketing
- Experience with photography and graphic design
- French language proficiency is considered an asset



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**Skills**

- Technology savvy with experience in website management and with social media business platforms (Facebook, LinkedIn, Instagram, Twitter, YouTube, TikTok), Adobe Creative Suite, Office 365, Hootsuite, MailChimp, etc.)
- Intermediate graphic design skills
- Intermediate copy editor skills
- Analytical skills to scrutinize metrics and create reports

**Abilities**

- Able to multitask, meet deadlines and manage projects to completion
- Solve problems creatively
- Communicate effectively
- Work in a team environment providing leadership and demonstrating deft interpersonal skills
- Able to use new software tools quickly, as needed.
- Able and willing to handle sensitive information with discretion

**Compensation**

- \$45,000 – \$50,000 annual salary (commensurate with experience) and a competitive benefits package (upon completion of a probationary term).

**Job Types**

- Full-time, Permanent

If you enjoy creating and sharing the stories of local, rural business owners and can bring an innovative approach to marketing and storytelling, please email your resume and cover letter as one document to [rlipcsei@cfeasternontario.ca](mailto:rlipcsei@cfeasternontario.ca) with “Marketing & Communications Coordinator” in the subject heading. Applications must be submitted no later than 8:00 a.m., August 13th, 2021.

*As an employer committed to employment equity, we encourage applications from members of equity-seeking communities including women, racialized and Indigenous persons, persons with disabilities, and persons of all sexual orientations and gender identities/expressions.*