



## **SUMMER POSITION #2019-1**

Located in bright and professional offices in Cambridge, the Cambridge & North Dumfries Community Foundation (CNDCF) is creating a forever resource for the Cambridge & North Dumfries Communities. This summer we have obtained funding from the Canada Summer Jobs program for the following position:

### **MARKETING & COMMUNICATIONS SPECIALIST**

The Marketing & Communications Specialist, in collaboration with current staff, will be responsible for the development of marketing and promotional collateral for the organization. This will include reviewing/creating collateral, creating a social media plan and executing on this plan. This is a critical role to the overall success of the organization, because each year, the grants that we make available to community organizations impact the quality of life of individuals across our community. The agencies we support provide services to individuals with disabilities, marginalized communities, newcomers and refugees, children, youth, adults and seniors.

Our aim is to ensure that every community organization knows about our resources and knows how and where to apply for funding. This will be accomplished through maintaining and expanding CNDCF's marketing collateral, website, social media presence, and related marketing support tasks as assigned under the oversight, direction and mentoring of a staff member. The individual in this role will also support the CNDCF staff & volunteer team with event planning and execution, creating marketing and event evaluation criteria and measuring the success of these initiatives.

### **DETAILED STATEMENT OF DUTIES AND RESPONSIBILITIES**

- Development, creation and execution of CNDCF's Marketing Plan;
- Reviewing and creating collateral, including the annual report;
- Creation of a social media plan and the content for each platform for the next 12 months;
- Creation of content for the website, including short videos;
- Importing/merging contacts in newsletter system (Mail Chimp);
- Updating contact information in our on-line database;
- Creating content for the monthly newsletter;
- Creation of marketing collateral for our fundraising events, for sponsor and donor recruitment, and for new initiatives;
- Monitoring and measurement of qualitative and quantitative results achieved through marketing initiatives;
- Creation of info-graphics to help demonstrate the impact of the work of the organization;
- Assisting other staff with moving files to the Cloud and potentially implementing SharePoint;
- Prepare a final report on marketing initiatives, including concrete recommendations for adjustments and/or improvements to the marketing efforts, as necessary;
- Assisting with data transfer/management as we move to a new on-line database;
- Assistance with preparation of annual Food for Thought Gala fundraising event;
- Writing letters and completing mail merges;
- Supporting the Foundation with administrative tasks;
- Other duties may include sorting of archives in our storage room, supporting staff at CNDCF events/workshops/meetings.

### **MENTORSHIP & SUPPORT**

The Executive Director and the Grants & Operations Coordinator of the organization will provide mentorship in matters specific to the organization's work, including coaching on the culture of the organization, on working in the community, and on working with donors and sponsors. Community and Donor stewardship are a focus for all staff members, and understanding the importance of this aspect of our work is crucial and a life-long skill.

**QUALIFICATIONS:** The experience listed below will have been obtained through a combination of schoolwork/ research and/or relevant previous job and/or internship experiences.

- Candidate must have expertise in Microsoft Office (MS Word, Excel, PowerPoint, Excel);
- Candidate must be detail orientated and very organized;
- Individuals with experience in Business Administration, Marketing, Communications, or a related field will find this role interesting.
- Additional assets:
  - Experience with design software (Adobe Illustrator), and ability to learn new software as required;
  - Excellent verbal and written communication skills;
  - Ability to work independently and as a member of a team.

The individual in this role will have experience in different marketing and promotion techniques to reach multiple audiences, including donors and sponsors, along with agencies that all community members (Newcomers to Canada, Indigenous Peoples, members of visible minorities, individuals who are homeless, individuals with barriers to employment, children & youth, and seniors.) We also work with organizations that are dedicated to environmental issues/protection, and others that are focused on cultural development.

**This position involves working 35 hours per week, between 9:00 a.m. and 4:30 p.m. for 10 weeks.**

**Hourly wage:** \$14.50 per hour. The starting and ending dates of this position will be finalized with the input of the chosen candidate, but the 10 weeks must be completed by August 30, 2019.

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**PLEASE NOTE:** *Individuals applying for this role who are hoping to fulfill their Conestoga College Co-op requirements, need to work a total of 420 hours. This means working 70 additional hours over and above the contract as described above. We can make accommodations for the remaining hours to be worked on a volunteer basis, and would be pleased to work with the individual to determine the best way to meet the co-op requirements.*

**For this funded position we encourage applications from individuals who are members of a Canada Summer Jobs Program priority group which includes individuals with disabilities, those from visible minority groups, and individuals from our Indigenous communities.**

Please submit your cover letter, resume, and a list of work related references by e-mail to: [alavender@cndcf.org](mailto:alavender@cndcf.org) no later than June 7, 2019 at 4:00 p.m. Incomplete applications (a cover email is not a cover letter) will not be considered.

Cambridge & North Dumfries Community Foundation is an equal opportunity employer and encourages applications from all interested parties. We thank you for your interest, however, only those candidates selected for an interview will be contacted.