



United Way
Oxford

We have an opening...interested? Want to join United Way Oxford and be a part of an organization that inspires people to come together to make a lasting difference in our community?

United Way Oxford is a great place to work with employees and volunteers who are proud to collaborate to create positive social changes in our community. We're looking for a dynamic, creative and energetic individual who wishes to combine their professional talents with a commitment to our mission for the newly established role of **MARKETING & COMMUNICATIONS COORDINATOR**. The Marketing & Communications Coordinator will be responsible for developing compelling messaging and marketing strategies to help drive awareness of United Way Oxford's mission to increase revenue for community impact. They will create and implement all marketing, communication and public relations campaigns, including print and digital efforts, website maintenance and social media strategy and execution. They will help to strengthen United Way's brand and support within the local community and provide targeted strategic support to build the annual campaign.

Position Summary

- Manages United Way's web-based efforts including social media, website, and email distribution.
- Designs marketing assets for digital and print distribution, including flyers, signs, event invitations, social media digital assets, fact sheets, infographics, annual reports, and other materials as directed.
- Designs, updates, and creates content on agency websites and social media platforms for maximum visibility.
- In partnership with other staff, develops and implements annual and initiative-specific marketing and communications plans for United Way.
- Interacts with staff, volunteers, and funded partners to develop and maintain an awareness of activities and develops compelling cases for community engagement and support.
- Writes and produces newsletters in collaboration with Executive Director, Resource Development and Community Impact staff.
- Provides support to the Resource Development team to manage workplace and community-based campaigns.
- Assists with workplace and community-based presentations as required.
- Provides research, guidance and support to Resource Development for the creation and development of direct mail and unaddressed mail campaigns.

QUALIFICATIONS AND REQUIREMENTS

- A Post-Secondary Degree or Diploma in Marketing, Communications, Business, or an equivalent combination of education, training, and expertise.
- Minimum of two (2) years of combined marketing and communications experience.
- Must have experience with direct and digital marketing, copywriting, media relations, graphic design, videography, website, data analysis, and marketing in all forms and channels.
- Outstanding storytelling skills, written and verbal skills, along with experience with direct mail and digital marketing.
- Strategic and innovative thinker, able to think both creatively and analytically.
- Knowledge of marketing-related business practices, including advertising, public relations, media strategies, etc.

- Advanced computer skills including Office365, Adobe Creative Suite (Illustrator, Photoshop, In-Design), Canva, content creation platforms social channels and web development applications (WordPress).
- Demonstrated experience with managing web platforms and social media channels, including Facebook, Instagram, Twitter, LinkedIn and YouTube.
- Demonstrated experience with online analytic tools and performance dashboards (Google Analytics, etc.).
- Understanding of online donation platforms.
- Experience with a donor relationship management database system is an asset.
- Ability to multi-task and pay attention to detail, accuracy, timelines and quality of work at all times.
- Excellent teamwork, interpersonal and customer service skills including the ability to work respectfully and inclusively with a diverse employee population.
- Must maintain a valid driver's license and access to own transportation.
- Ability to work flexible hours including evenings and weekends, when necessary.

Our commitment to being an employer of choice includes an engaging and rewarding work environment with opportunities to grow and develop your talents. We provide a benefit package which includes:

- Competitive compensation
- Paid break between Christmas and New Year
- Alternate summer hours
- Comprehensive extended health & insurance benefit package & wellness plan paid for by United Way
- Employer match RRSP program
- 3 weeks paid vacation to start

United Way Oxford is committed to diversity and encourages applications from people who are Indigenous, racialized, 2SLGBTQ+, women, persons with disabilities, and other overlooked and underestimated groups. As part of our recruitment process, United Way Oxford offers accommodation for applicants with disabilities. If we contact you about an opportunity, please let us know if you require accommodation.

Deadline for applications is Friday, July 21, 2023, at 4:30 pm.

Please forward your cover letter and resume in confidence to:
K. Gilson at unitedwayoxford@gmail.com

Thank you for your interest in joining our team; however, only those being considered for interviews will be contacted.