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MARKETING COORDINATOR

Position Description

We are looking for an independent and self-sufficient team-player to be our next Marketing Coordinator. Our selected candidate will be creative leader who is technologically proficient, organized, and passionate about improving community conditions for those navigating the justice system. Our Marketing Coordinator will have the chance to help our organization increase its impact through widening its reach.

The main tasks and responsibilities of our Marketing Coordinator will include:

- Teamwork:
 - Assist with the design of and developing marketing material (e.g., online graphics, promotional videos, website graphics) for online channels, newsletters, programs, and events/workshops; and,
 - Brainstorm and discuss project ideas with other Revitalized team members.

- Communication:
 - Initiate and maintain contact with the social media partners by creating press releases and engaging in follow-up meetings, if needed.
 - Develop and modify service descriptions to be clear and understandable by a diverse population; and,
 - Provide regular updates on project progress, strengths, areas of improvement, and strategies/suggestions for improvement.

Digital and Technical Skills:

- Utilize digital tools and programs to track data and communicate with project partners, and conduct other relevant day-to-day tasks (i.e., Microsoft Office Suite, Google Workspace, Canva, Monday, Notion, Thinkific, Slack, etc.);
- Prepare or oversee preparation of reports, briefs, presentations, websites, press releases and other promotional material;
- Gather and prepare communications and marketing material for internal audiences (i.e., staff handbooks, etc.);
- Develop 6-to-12-month content calendar for social media and other marketing initiatives; and,
- Develop creative and innovative advertising campaigns, and social media posts for project activities

Leadership:

- Assess the services to be promoted and advise on the advertising needs for each service;
- Develop a marketing plan that can be used by the organization to implement marketing initiatives.
- Delegate roles and responsibilities to regular Revitalized staff to maintain marketing initiatives post-contract term; and,
- Research efficient marketing tools and best strategies to enhance online audience and engagement;

The ideal candidate will:

- Have a strong ability to be flexible and adaptable to changing priorities and demands.
- Have experience with using social media platforms
- Have experience with graphic design and website building/development
- Experience with research using data analytics software

- Has an ability to use all MS Office applications, including Power Point, Outlook, Word, and Excel.
- Has an ability to work within a team environment with limited supervision.
- Has the ability to work in a fast-paced environment, learn quickly, adapt, be flexible and resourceful with the ability to set and meet deadlines and targets.

What will set you apart:

- Post-Secondary education in in marketing, advertising, communications or a related field is considered an asset.

Time Commitment:

- Flexible hours, 30 hours/week
- 9-week contract with an anticipated start date of July 4, 2022

This is a remote position, and the selected candidate is expected to have access to a computer and reliable internet connection.

The hourly wage is \$15.00/hour. The application deadline is **May 20, 2022**. To apply, please send your resume and cover letter to info@revitalized.ca.

Revitalized Reintegration Services is an equal opportunity employer and is committed to diversity and inclusivity in employment and welcomes applications from all qualified individuals. We encourage youth to apply who self-identify as being part of groups which are underrepresented or have additional barriers to the labour market. We are also committed to providing accommodations for persons with disabilities. If you require an accommodation, we will work with you to meet your needs.

We would like to thank all those that apply; however, only those selected for an interview will be contacted.

About Revitalized Reintegration Services:

Revitalized Reintegration Services is a non-profit organization based in Durham Region that provides support programs and services to those navigating the criminal justice system across Ontario. We work with:

- Inmates that are currently incarcerated
- Those who have been incarcerated and are now on release (i.e., releasees, parolees)
- Those who have received non-imprisonment sentences (i.e., probation)
- Victims and survivors of crime
- Those who have lost someone due to criminal activity

We understand that the criminal justice system is challenging for many individuals to maneuver, especially when trying to cope with life-changing circumstances. The overarching vision for Revitalized Reintegration Services is quite simple: to build positive and healthy communities for all. Leading with faith, awareness, and empathy, we aim to foster restoration and healing, while rebuilding healthy communities.

We aim to accomplish this mission by working towards goals that focus on supporting the growth and development of individuals and communities.

This position is funded by Canada Summer Jobs and to be eligible the person must:

- *Be between 15 and 30 years of age at the start of the employment;*
- *Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and,*
- *Have a valid SIN at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.*