

The Neighbourhood Group Community Services (TNGCS) is a multi-service agency that includes Central Neighbourhood House, Neighbourhood Link Support Services and St. Stephen's Community House.

JOB OPPORTUNITY

Job# TNG2024-84

POSITION TITLE: Marketing & Communications Officer	
DEPARTMENT: Philanthropy & Communications	STATUS: Regular Full-time, CUPE 7797
# HRS / WEEK: 35	CONTRACT DATES: n/a
REPORT TO: Vice President, Philanthropy & Communications	HOURLY RATE: \$31.93
EXTERNAL CLOSING DATE: Posted until filled	

GENERAL DESCRIPTION: The Marketing & Communications Officer provides leadership and expertise in developing and delivering the external marketing and communications strategy and plan and production of materials. This position is responsible for building the organization's profile and building relationships with key stakeholders, including current/prospective service users, funders/donors, Board Members, volunteers, employers, nonprofit organizations, and media. This position reports to VP, Philanthropy & Communications and is part of CUPE Local 7797.

MAJOR DUTIES:

- Develop, implement, and monitor an annual marketing and communications strategy and plan that incorporates multiple vehicles including media relations, social media, broadcast, website, newsletters, and other marketing materials and community engagement strategies.
- Oversee and manage content on TNGCS's social media, including Facebook, X, Instagram, LinkedIn, and YouTube. Responsibilities include managing content in Hootsuite software; creating content in partnership with staff; training staff on sub-accounts; reviewing content to ensure consistency with TNGCS's mission, vision and values; and preparing analysis reports on effectiveness our social media.
- Build TNGCS's media presence to broaden awareness and understanding of the importance of the services delivered by TNGCS and to set the organization apart. Develop key media spokespersons.
- Develop community ambassadors to promote TNGCS and develop and steward effective partnerships with existing or potential stakeholders.
- Work with the development team to create effective direct marketing campaign content.
- Develop content, maintain and update TNGCS's website, Employment Centre website and donations platform.
- Create print and electronic marketing and communications materials including corporate stationery, business cards, flyers, pamphlets, brochures, newsletters, reports, advertisements, posters, banners and signage.
- Maintain and promote TNGCS's brand and disseminate style guide information to all stakeholders. This includes logos corporate colours, imagery and text consistent with TNGCS mission, vision, and values.
- Maintain marketing and communications inventory including letterhead, annual reports, newsletters and swag.
- Oversee the implementation of the organization's external marketing and communication projects. This includes audience analysis, writing, editing, design, layout, photo editing, communication with relevant stakeholders, review cycles, print production, electronic production, and review/assessment.

REQUIREMENTS & QUALIFICATIONS:

- University degree in Marketing, Communications, or Public Relations and five years' work experience in marketing or communications in a non-profit organization or combined equivalent of education and experience.
- Demonstrated experience working with media and managing multiple social media platforms.
- Demonstrated experience in developing and implementing multi-pronged direct marketing strategies and campaigns.
- Demonstrated organizational abilities to work independently as well as a member of a team.
- Advanced knowledge of, and the ability to fully utilize, current digital systems including Meltwater, Outlook, Constant Contact, MS Office, Adobe InDesign and Photoshop, search engines, and social media.
- Familiarity with the creative development process and drafting of creative briefing documents, and ability to evaluate and critique creative copywriting and graphic design is an asset.
- Excellent understanding of marketing strategies and tactics and demonstrated ability to define new audiences and build communities of support.
- Respectful of, and responsive to, communities and individuals facing social, economic and cultural barriers in society.
- A satisfactory vulnerable sector check is required.

To apply, submit your resume with "TNG2024-84" in the subject line of your email to: careers@tngcs.org

TNG is committed to reflecting the communities we serve and to nurturing a respectful and inclusive work environment for all. We encourage qualified applicants of all ages, races, colours, ethnic origins, religions, abilities, gender identities, gender expression and sexual orientations to apply. Candidates invited for an interview are encouraged to inform Human Resources in confidence of their accommodation requirement