

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

JOB OPPORTUNITY

Job# TNG2023-157

POSITION TITLE: Marketing & Communications Officer	
DEPARTMENT: Philanthropy & Communications	STATUS: Regular Full-time, CUPE 2289
# HRS / WEEK: 35	CONTRACT DATES: n/a
REPORT TO: Vice President, Philanthropy & Communications	HOURLY RATE: \$29.53
EXTERNAL CLOSING DATE: Posted until filled	

GENERAL DESCRIPTION: The Marketing & Communications Officer provides leadership and expertise in developing external marketing and communications strategies, and executes the delivery of the communications plan and production of materials. This position is responsible for increasing the organization's profile and building relationships with key stakeholders, including, but not limited to current/prospective service users; funders and donors; staff; Board Members; volunteers; employers; other nonprofit organizations; and the media. This position reports to VP, Philanthropy & Communications and is part of **CUPE Local 2289**.

MAJOR DUTIES:

- Research, develop, implement and monitor the progress of an annual marketing and communications plan for the organization that incorporates multiple print and electronic materials, as well as social media, press and media relations, and community engagement strategies.
- Oversee the implementation of the organization's external marketing and communication projects. This includes but is not limited to research, audience analysis, writing, editing, design, layout, photo editing, communication with relevant stakeholders, review cycles, print production, electronic production, and review/assessment.
- Implement TNG's website properties, including the website, ETC job board and donation software. Responsibilities: update written, visual and hyperlink content in CMS as required by programs and departments; maintain current version of CMS; create event pages and calendars; create news items; edit as needed; update the structure and look of the website to accommodate technological standards; update visual components as required; create and update donation pages, forms, letters and receipts on donation software; update recurring events, programs and workshops for Conflict Resolution & Training (CRT) and the Employment & Training Centre (ETC); create and update website forms; maintain website media storage; troubleshoot technological issues; ensure compliance with AODA regulations. Prepare analysis report on the effectiveness of the website.
- Oversee and manage content on TNG's social media, including but not limited to the following accounts: Facebook, Twitter, Instagram, LinkedIn, YouTube; Employment & Training Centre (ETC) Twitter, ETC Instagram, and Youth Instagram. Responsibilities: manage content in Hootsuite social media software; curate content; develop campaigns; create imagery consistent with platform requirements; train staff in social media use; review internal and external content to ensure consistency with TNG's mission and vision; monitor other organizational platforms as it relates to TNG's. Prepare analysis report on the effectiveness of TNG's social media.
- Write and design print and electronic newsletter, and lead annual report project for separate print, electronic and online versions.
- Develop printed marketing materials as required for both the organization and its programs. This includes but is not limited to flyers; pamphlets; brochures; print and e-newsletters; reports; advertisements; promotional items; t-shirts, posters; banners; pocket folders; labels; holiday and thank you cards; and signage. This also includes development and updating of corporate stationary: business cards, TNG's and program letterhead and envelopes.
- Develop electronic marketing and communications materials as required for both the organization and its programs. This includes but is not limited to: videos; forms; PDF documents; PowerPoint presentations; documents designed in MS Word/Publisher for programs to edit; partner websites; email signatures; and templates. This also includes email marketing content in Outlook, Constant Contact, MailChimp and Vertical Response.
- Design, layout and edit materials for the Development department as required. This includes but is not limited to project proposals, donor foundation reports, direct mail letters, signage, event materials, and online fundraising campaigns.
- Develop, maintain, protect and promote TNG's brand. This includes but is not limited to logo and program wordmarks, corporate colours, imagery and text consistent with TNG's and individual programs, mission and vision, and the general impression of TNG's as a whole among all stakeholders. This also includes maintaining a current style guide and respecting partner and funder branding as required.
- Strengthen TNG's media presence in order to broaden awareness and understanding of the importance of the services delivered by TNG and the non-profit social services sector. Maintain current library of TNG's placement in the media.
- Assist at internal or external events as needed.

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

- Examine, recommend, and implement best practices, policies, and methods to improve the organization's internal and external communications. Document existing policies and procedures.
- Maintain inventory for recurring marketing and communications items. This includes but is not limited to: letterhead, envelopes, t-shirts and other swag, Annual Reports and Donor Bulletin newsletters.
- Maintain electronic photo and image library.
- Produce regular status reports to ensure that objectives are met. Make presentations and conduct training sessions on communications for the Board of Directors, Management Team or staff teams as requested.
- Develop and maintain effective partnerships with existing or potential internal and external stakeholders. This includes but is not limited to: staff, management, Board Members, volunteers, participants, partners, politicians, media and vendors.
- Oversee the work of contractors and vendors to project completion, including vendor/contractor sourcing, budgeting and invoicing.
- Prepare for, and actively participate in, regular supervision meetings, including the establishment and evaluation of an annual goal plan.
- Participate in TNG activities, meetings and committees as appropriate and/or assigned.
- Attend meetings and participate in committees in the community as assigned.
- Maintain accurate records as required.
- Adhere to all TNG policies and procedures and ensure confidentiality is maintained on all client, personnel and agency information.
- As a representative of TNG, responsible for ensuring professional and effective communication with stakeholders of all kinds.
- Cooperate and participate with health and safety legislation and instructions for a safe and healthy workspace.

REQUIREMENTS & QUALIFICATIONS:

- University degree in Marketing, Communications, Public Relations or Adult Education and five years' work experience in marketing or communications in a non-profit organization, in an English-speaking setting, or combined equivalent of education and experience.
- Demonstrated organizational abilities to work independently as well as a member of a team. Demonstrated ability to work with all levels of staff and management.
- Superior verbal, written and visual communication and presentation skills in English.
- Familiarity with the creative development process and drafting of creative briefing documents, and ability to evaluate and critique creative copywriting and graphic design.
- Excellent understanding of marketing strategies and tactics and demonstrated ability to define new audiences and build communities of support.
- Advanced knowledge of, and the ability to fully utilize, current computerized systems including MS Office, Adobe InDesign and Photoshop search engines, online business applications, and social media.
- Respectful of, and responsive to, communities and individuals facing social, economic and cultural barriers in society.
- A current police reference check is required, which may include a vulnerable sector check.

To apply, submit your resume with "TNG2023-157" in the subject line of your email to: careers@tngcs.org