

Job Posting: Marketing & Communications Specialist (Maternity leave cover)

Job Purpose:

The Marketing & Communications Specialist will enhance BGC East Scarborough's visibility by leveraging corporate engagement strategies, online fundraising, and effective communications. This role supports donor acquisition, builds corporate partnerships, and promotes agency cohesiveness through internal and external communications. This is an in-person position with occasional travel to satellite sites and events.

Responsibilities:

Digital Promotion (50%)

- Develop and execute a social media plan with engaging campaigns aligned with BGCES's vision and values.
- Oversee photography and online content to boost awareness of BGCES initiatives.
- Design digital promotion strategies for annual fundraising campaigns targeting individuals and corporations.
- Monitor and analyze social media metrics to improve engagement and reach.

Communications (35%)

- Produce monthly internal and external e-newsletters and special e-blast communications.
- Support program leads and committees with communication strategies for projects and events.
- Develop sponsorship decks and targeted corporate communication materials.
- Create press releases and event promotion materials for community outreach.

Organizational Support (15%)

- Collaborate on organizational projects, workshops, and community meetings.
- Provide promotional support to colleagues and community members for special initiatives.
- Participate in mandatory agency events and adapt work hours as needed.
- Engage in supervision meetings and professional development activities.
- Maintain records such as vulnerable sector checks, immunization, and First Aid/CPR certifications.
- Complete required agency training programs (e.g., HIGH FIVE, myBGCUniversity).

Qualifications:

- Strong knowledge of media relations, marketing, and public relations principles.
- Proven experience in public relations, communications, or journalism, including writing, editing, and designing digital/print materials.
- Expertise in social media content creation and campaign execution.
- Skilled in developing sponsorship materials and managing corporate communications.
- Proficiency with Microsoft Office and social media platforms (LinkedIn, Instagram, Twitter, Facebook).
- Familiarity with Adobe Photoshop, Premiere, and InDesign is an asset.
- Experience with online fundraising and donor engagement strategies.
- Ability to manage multiple priorities, meet deadlines, and work independently.

Working Conditions:

- Fast-paced environment requiring strong time management skills.
- Occasional travel within the community for events and content creation.

Physical Requirements:

- Extensive computer use (approximately 70%).
- Lifting and carrying photography/marketing equipment (approximately 30%).

Direct Reports:

- May supervise volunteers and student interns.

Job Code: M&CS

Contract period: One Year (Maternity leave cover)

Hours of work: 37.5 hours per week

Please submit resume to the: pc@esbgc.ca

Thank you for your interest. Only applicants selected for an interview will be contacted; The BGC East Scarborough is committed to the principles of employment equity and encourages applicants from all Human Rights protected groups. We strive to meet the accommodation needs of persons with disabilities. Applicants are encouraged to make their needs for accommodation known in advance during the application process.