



United Way
Elgin Middlesex

MARKETING & COMMUNICATIONS & COORDINATOR (PERMANENT)

Full-Time (35 hours / week)

Location:

London office | Travel within Elgin and Middlesex Counties may be required

Work Hours:

Monday - Friday, 8:30 a.m. – 4:30 p.m.

Schedule is flexible to reflect meetings outside of regular business hours.

About United Way Elgin Middlesex

United Way's mission is to improve lives and build community by engaging individuals and mobilizing collective action. The most important thing United Way can do for our community is to use our reputation, relationships and expertise to bring together our community's resources of people, time, talent, relationships, expertise, technology, money and more. By channeling our community's power behind solid strategies, we can achieve lasting changes in the social conditions of individuals, families and our community.

The Opportunity

The Marketing and Communications Coordinator supports United Way's creation and delivery of integrated communications to constituents such as donors and prospects, media, and community. The team member will craft impactful messages and content for Campaigns and special events, publish and measure engagement on digital channels.

Compensation Structure

Based on the salary band for this role, external candidates can expect to be offered a starting salary in the range of \$46,000 - \$48,000 (\$24.50 - \$26.50 per hour). When determining the wage, we consider the market, candidate experience, and internal equity. Additionally, United Way also offers:

- Three weeks paid vacation time to start
- Extended health benefits and RRSP with employer match
- Flexible working arrangements to encourage work-life balance
- Paid winter shut-down between Christmas and New Years
- Paid sick/personal days
- Summer office hours
- Employee Assistance Program

Primary Responsibilities

Communications and Marketing

- Support the execution of the communications and marketing and media relations strategies
- Write and produce digital, print, and social media materials including, e.g., fundraising event and Campaign materials, media releases, annual reports, thank you letters, brand awareness stories, and materials about United Way's funding, advocacy and collaboration activities
- Edit and proofread content to ensure communications are correct and on-brand
- Support the tracking, measurement and reporting of communications and media mentions
- Support the implementation of special event plans

Project Management and Coordination

- Contribute to strategy development and project planning
- Manage and coordinate multichannel marketing and communications projects as assigned
- Manage multiple tasks, meet timelines. and adhere to budgets
- Support internal teams to ensure communications are on-brand, correct, and timely
- Adhere to confidentiality and code of conduct
- Perform other duties as needed to ensure the safe and effective operations of the organization



United Way
Elgin Middlesex

Application Deadline:

Wednesday, July 30, 4:30 p.m.

To apply:

Please email your cover letter
resume to Lisa Simmons, Executive
Assistant and Human Resources
Partner e.
lsimmons@unitedwayem.ca

Applicants are encouraged to include
links to relevant examples of work or
a portfolio.

Our Ideal Candidate Will Possess

- Post-secondary credentials in marketing, communications, journalism, or similar field of study, or a comparable combination of education and experience
- Minimum 1 year work experience in a related role; experience in the non-profit sector preferred
- Strong writing skills including the ability to produce content for a wide variety of audiences, channels and platforms
- Ability to adapt and find creative solutions in a changing environment with multiple roles, deadlines and pressures
- Experience creating and publishing content on social platforms: Facebook, Instagram, YouTube
- Advanced knowledge of social media management tools and metrics
- Proficiency in Google Analytics and Microsoft Office required
- Video, photography, marketing automation, WordPress and digital advertising skills are an asset
- Experience working at a communications and marketing agency or in a production environment is an asset
- Valid Ontario driver's license and access to a vehicle is an asset but not required

United Way will consider non-traditional work experience such as volunteering when examining the skills and knowledge needed for this position.

United Way 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 an equal opportunity employer, United Way is committed to accessibility and to protecting the human rights of its employees. In support of this aim, United Way Elgin Middlesex has an accommodation process in place to provide accommodations to employees with disabilities or when otherwise required under human rights laws.

We appreciate the interest from all applicants, only those individuals being considered will be contacted.