



POSITION DESCRIPTION

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| POSITION TITLE: | Coordinator, Marketing & Communications |
| REPORTS TO: | Director, Marketing & Community Engagement |
| SUPERVISES: | No Direct Reports |

The Humane Society of Kitchener Waterloo Humane Society & Stratford-Perth (The Humane Society) is a recognized leader in Animal Welfare. Our mission is to be leaders in animal welfare in our communities focusing on the responsible treatment of animals through education, compliance, advocacy and care.

Under the direction of the Director of Marketing & Community Engagement, and in accordance with The Humane Society of Kitchener Waterloo & Stratford Perth philosophies, policies and procedures, the primary function of the Marketing & Communications Coordinator is to support and execute public relations functions, as well as the marketing and communications plan established by the Director of Marketing & Community Engagement. This position is responsible for coordinating all aspects of marketing and PR at the corporate level and support of the individual platform functions on a day-to-day basis.

PRINCIPAL ACCOUNTABILITIES:

- Research, write and distribute press releases to promote the organization's, vision/mission/values, and services
- Coordinate requests from media and gather information, photos or video for responses in conjunction with the Social Media & Digital Marketing Coordinator
- Arrange and support media spokespeople with key messaging
- Coordinate all advertising partnerships and seek out new advertising opportunities
- Coordinate and design print marketing material, ensuring all formatting, aesthetics and content are in-line with organizational standards and expectations
- Coordinate marketing requests from internal departments and external stakeholders
- Work in conjunction with the Social Media and Digital Marketing Coordinator to develop/write blogs and website materials, as well as performing website updates
- Coordinate and write internal and external e-newsletters to various target audiences
- Write articles on behalf of organization/key employees
- Assist team in the preparation of new business materials, new business pitch and presentations
- Support in the creation of the annual marketing and communications plan in conjunction with the Director of Marketing & Community Engagement and the Social Media & Digital Marketing Coordinator

- Proactively generate ways to advance the organization's brand in industry digital media, speaking opportunities, conference participation and other forms of advertising through both online and traditional channels
- Coordinate, monitor and oversee editorial calendars and timelines
- Assist departments with messaging development and distribution
- Work in conjunction with marketing and communications volunteers
- Oversee the distribution of promotional materials and maintain all promotional event equipment

POSITION REQUIREMENTS:

The following are general descriptions of some of the requirements necessary to carry out the duties and responsibilities of this position:

- Post-secondary education in marketing/communications or equivalent
- Minimum of 1-3 years of direct public relations and marketing experience
- Excellent written communications skills with the ability to write for various target audiences and platforms
- Intermediate design knowledge/experience with the ability to create and assemble attractive marketing materials
- Possess strong organizational skills and attention to detail necessary to prioritize multiple initiatives and projects
- Demonstrate a professional level of verbal, written and listening skills
- Excellent interpersonal skills to interact with varying levels of stakeholders including general public, donors and media personalities
- Ability to function effectively in a fast-paced work environment
- Excellent interpersonal skills to interact with varying levels of donors and prospects, from general public, to senior corporate executives and media personalities
- A working knowledge of website back-ends in platforms such as Contentful, Wordpress, Shopify, or similar platforms
- A working knowledge of modern digital advertising platforms and tactics
- Strong sense of teamwork and collaboration, with the ability to foster the same amongst volunteer teams
- Demonstrate ability to think creatively and independently
- Holds valid Ontario driver's license
- An understanding of marketing data analytics platforms such as Google Analytics, Salesforce, or Hubspot reporting considered an asset

The employee must demonstrate ability to work effectively with others (including co-workers, volunteers and others) by sharing ideas in a constructive and positive manner; listening to and objectively considering ideas and suggestions from others; keeping commitments; keeping others informed of work progress, timetables and issues; and, addressing problems and issues constructively to find mutually acceptable and practical business solutions.

WORKING CONDITIONS:

- The animal welfare field works with animals that are homeless, abandoned, surrendered, abused or neglected. Employees could be prone to seeing difficult situations or images, and could encounter times of compassion fatigue or colleagues with compassion fatigue.
- Manual dexterity required to use desktop computer and peripherals.
- Regular work week although must be able to attend meetings and events on evenings and weekends as needed.
- Some travel to support both of our sites in Kitchener and Stratford.

COMMITMENT:

The Marketing & Communications Coordinator must demonstrate the ability to work effectively with others (Board members, staff, volunteers, donors, partners, clients, suppliers etc...) by sharing ideas in a constructive and positive manner; listening to and objectively considering ideas and suggestions from others; keeping commitments; keeping others informed of work progress, timetables and issues; and, addressing problems and issues constructively to find mutually acceptable and practical business solutions.