



## **Coordinator, Marketing & Communications (Full Time)**

Are you a creative dynamo with a passion for animals and a flair for marketing? Do you have a knack for turning ideas into engaging stories and stunning visuals? The Humane Society of Kitchener Waterloo & Stratford Perth is on the lookout for a Marketing & Communications Coordinator who can help us spread our love for animals far and wide!

### **What you will be doing:**

- Write and distribute press releases to promote the organization's goals and services
- Coordinate media requests and gather photos or video for responses
- Support media spokespeople with key messaging
- Manage advertising partnerships and explore new advertising opportunities
- Design and coordinate print marketing materials, ensuring alignment with brand standards
- Develop content for blogs, newsletters, and the website, in collaboration with the Social Media & Digital Marketing Coordinator
- Assist in the preparation of business presentations and marketing materials
- Support the development of the annual marketing and communications plan
- Proactively seek opportunities to enhance the organization's visibility through media, conferences, and advertising
- Coordinate editorial calendars, marketing requests, and promotional materials
- Oversee volunteer engagement in marketing and communications efforts

### **Qualifications & Skill Required:**

- Post-secondary education in marketing, communications, or a related field
- 1-3 years of experience in public relations and marketing
- Excellent writing skills for various audiences and platforms
- Experience with design tools and creating visually appealing marketing materials
- Strong organizational skills and attention to detail
- Strong interpersonal skills to interact with stakeholders, donors, and media
- Ability to thrive in a fast-paced environment
- Knowledge of website management (Contentful, Wordpress, Shopify) and digital advertising platforms
- Understanding of marketing analytics platforms (Google Analytics, Salesforce, Hubspot) is an asset
- Valid Ontario driver's license

**The Perks:**

- Annual Salary of \$42,000 - \$51,000
- Comprehensive Health & Dental benefits
- Company RRSP Matching
- Employee Assistance Program
- Access to staff pet food program (discounted retail prices)
- Access to staff veterinary services program
- An environment always filled with adorable animals

If this role is calling your name, we look forward to hearing from you!

The full job description is available at <https://kwsphumane.ca/careers.>

The Humane Society warmly welcomes applications from people of all backgrounds and groups. We are committed to a culture of inclusivity and collaboration that celebrates diverse perspectives and voices.

We thank all candidates for their applications; however only those selected for an interview will be contacted.