



## **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 \$39,000 - \$47,000
- Flexible work schedule
- 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
- Bring your pet to work OR enjoy others pets while you work!

If this role is calling your name, we look forward to hearing from you! Please forward your resume and cover letter to **hr@kwsphumane.ca**

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.