



CAREER OPPORTUNITY



Pacekids is a dynamic, active environment, specializing in family-centred, therapeutic learning objectives that nurture each child's unique developmental and physical needs through a variety of programs.



Marketing & Engagement Lead 1.0 FTE | North

Full-time Marketing & Engagement Lead – Pacekids Programs is seeking a creative, passionate and savvy professional to join our Marketing & Fund Development team. Reporting directly to the Director of Marketing & Fund Development, the Marketing & Engagement Lead will oversee the creation and execution of all aspects of Pacekids' marketing and engagement efforts, including agency recruitment, community/stakeholder engagement, brand positioning, traditional and social media relations, while providing support to the fund development portfolio.

RESPONSIBILITIES

Marketing & Communications

- Continual management of the Pacekids' voice and ensuring effective brand positioning through all internal and external communication channels
- Media Relations
 - Create and manage content to be pitched and/or promoted via traditional media outlets
 - Build and maintain relationships with media industry contacts
- Social Media Management
 - Monitor, respond to and engage in online conversations in Pacekids' online community
 - Perform day-to-day logistics for Pacekids' social media sites and monitor/report on successes and trends
 - Develop engaging and informative content and maintain Pacekids' presence on all social media platforms (Facebook, Twitter, Instagram & YouTube)
 - Propose creative ideas and solutions to ensure the Pacekids' brand is constantly innovating in the social space
- Website
 - Manage and create content for Pacekids.ca, ensuring that information is accurate, up-to-date and that it reflects the current activities and priorities of Pacekids
 - Maximize Pacekids' reach through SEO; work proactively to raise the profile of Pacekids.ca
 - Manage Google analytics and social monitoring tools; providing metrics to support quarterly dashboard reports to leadership and Board of Directors
 - Review, approve and post job postings; ensure Pacekids.ca/careers is current with appropriate career opportunities
- Contribute marketing, communications and engagement related content to monthly Board Reports; providing metrics to support quarterly dashboard reports
- Edit and construct the monthly Board Reports for the Executive Director



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Stakeholder Engagement

- Management of outreach initiatives; including public relations, tradeshow, Open House events, etc.
- Attendance at community partner events and engagement of appropriate team members
- Manage relationships with partner organizations
- Recruitment and coordination of volunteers; providing support to programs, fundraising initiatives and outreach efforts
- Responsible for the timely development and maintenance of Pacekids' intranet management (Yammer), including ensuring that content is accurate, up-to-date and that it reflects current activities, priorities and image of Pacekids

Fund Development & Donor Relations

- Signature Events
 - Support the Manger of Development & Engagement in the organization and execution methods to achieve and exceed the goals of the event
 - Support the execution of event-related promotional, marketing and advertising initiatives
 - Contribute to effective sponsorship activation and recognition for all signature events
 - Manage event-related media planning and tactical implementation (traditional and social)
- Support of stewardship initiatives and donor communication as needed
- Contribute the creation of compelling copy, design and promotional elements to support the success of annual giving initiatives, in collaboration with the Manger of Development & Engagement
- Support content creation, editing and reporting for grant proposals

REQUIREMENTS

- Three to five years' experience with demonstrated results in marketing, communications and/or stakeholder engagement
- Post-secondary education in a relevant discipline or equivalent experience in a related field
- Strong creativity, initiative and ability to connect with a diverse stakeholder group; passionate about exploring outside of the box engagement concepts
- Excellent and adaptable communication and interpersonal skills
- Strong belief in the value of collaboration and team connection
- Knowledge in Adobe Creative Suite, web development and graphic design
- Experience with WordPress website management (or similar)
- Experience with Artez/Frontstream (or similar) online fundraising platform considered an asset
- Vulnerable Sector Police Clearance issued by local police station required
- Must have access to a vehicle

CONTACT

We are looking to fill this position immediately. Please direct your resume, cover letter and salary expectations to: Misty Kolozetti, Director of Marketing & Fund Development at misty.kolozetti@pacekids.ca.

Pacekids Programs understands the importance of the right person for the right job, and appreciates a diverse workforce. Pacekids Programs encourages all candidates with the required qualifications to apply for this position, and is committed to working collaboratively on determining appropriate accommodations.