



United Way
East Ontario

WORKING WITH COMMUNITIES
IN PRESCOTT-RUSSELL, OTTAWA,
LANARK AND RENFREW COUNTIES

ASSIGNMENT DESCRIPTION

ROLE IDENTIFICATION

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| Role: | Specialist, Marketing and Communications |
| Department: | Marketing and Communications |
| Reports to: | Director, Communications |

PURPOSE OF ASSIGNMENT

The Marketing and Communications Specialist will be part of the newsroom-style marketing and communications team and will report to the Director, Communications. In this role you will contribute to the success of United Way East Ontario's communications, public relations, and marketing objectives by contributing to communications and content that creatively express the mission, vision, and values of the organization. With the support of your manager, you will lead and have ownership over projects while also working collaboratively with our talented Marketing and Communications team.

RESPONSIBILITIES

- Create content for the United Way East Ontario website (blog posts)
- Write social media content for multiple channels including Twitter and Instagram.
- Oversee daily media monitoring and the production of the In The News daily reports and special reports
- Provide logistics and communications support for United Way East Ontario events such as Community Builder of the Year Gala, Schmoozefest, Mix and Mingles, and other events throughout the year.

TME COMMITMENT

This is a full-time opportunity for one-year starting August 2020. It includes professional training. The candidate must be available for the full duration of the placement.

QUALIFICATIONS

Marketing and Communications experience including:

- Creating content for the web with a demonstrated talent for writing in a variety of styles including blogs, social media, digital advertisements
- Writing communications materials
- Managing social media channels
- Creating compelling content for different audiences
- Knowledge of media and influencer relations, social media marketing, content and storytelling
- Speechwriting experience an asset

Skills and Abilities:

- Strong writing and editing skills
- Ability to multitask
- Time management
- Project management
- Ability to meet deadlines

BENEFITS OF THIS ASSIGNMENT

- Opportunity to apply knowledge and expertise in areas of communications and content creation in non-profit services sector
- Increase knowledge of United Way East Ontario and social service sector
- Opportunity to work in a dynamic not-for-profit community organization
- Contribute to making our community stronger, healthier and safer for all
- Network with United Way East Ontario staff and volunteers

HOW TO APPLY

Please **obtain your manager's approval**, and then send your CV and a cover letter (maximum 500 words) to jgsteil@unitedwayeo.ca. Please indicate which positions are of interest and copy your manager in your submission.