

## MARKETING AND COMMUNICATIONS OFFICER

### WHO WE ARE

Founded in 1986, Prosper Canada is a national charity dedicated to expanding economic opportunity for Canadians living in poverty through program and policy innovation.

As Canada's leading champion of financial empowerment, we work with government, business and community partners to develop and promote financial policies, programs and resources that transform lives and foster the prosperity of all Canadians.

Our focus is helping service systems and organizations in all sectors to build proven financial empowerment approaches into their businesses in ways that:

- Are sustainable
- Help them achieve their goals
- Tangibly increase the financial well-being of the low-income people they serve.

We have 30 years of experience introducing, developing and scaling innovative approaches to improve the economic well-being of Canadians living on low-incomes.

### THE OPPORTUNITY

We currently have a full-time opening for a self-motivated, highly organized and capable individual to work as a Marketing and Communications Officer.

Reporting to the Senior Manager, Marketing and Communications, the Marketing and Communications Officer has a critical role to play in supporting the following key objectives: increasing brand awareness by building the profile of project outcomes through effective storytelling; growing Prosper Canada's network of stakeholders through targeted communications and by expanding the reach of Prosper Canada tools, resources and knowledge products; and contributing to the development and implementation of marketing and communications strategy, processes and policies.

### RESPONSIBILITIES

- Work closely with other departments to identify marketing and communications needs and provide communications support when requested.
- Support the development and execution of marketing and communications plans that increase awareness and profile of Prosper Canada projects, resources, tools and publications.
- Write content suitable for a range of platforms and publications, including newsletter articles, blogs, social media posts, reports, website content, opinion editorials, and media releases.
- Support development of the organization's annual report.
- Oversee the coordination, setup and dissemination of the organization's e-newsletter (five times p/year).
- Oversee website maintenance and recommend future enhancements.
- Provide copyediting support on a range of products including, research and project reports, policy submissions, curriculum, PowerPoint presentations, and marketing collateral.

- Support the development of Prosper Canada’s social media strategy and lead content generation, engagement and analysis of its primary social media platforms (Twitter, Facebook, LinkedIn).
- Support marketing and communications measurement and analysis using analytic tools and other metrics (e.g. Google Analytics, Sprout Social) in order to measure the success and effectiveness of marketing and communications strategies and activities.
- Assist with the coordination and promotion of events, conferences, webinars and other activities designed to increase stakeholder engagement.
- Support the development and implementation of marketing communications processes to improve efficiencies within and across the organization.
- Ensure that Prosper Canada adheres to brand standards in all communications materials.
- Work with contractors/suppliers as required (e.g. graphic design, translation, videography)
- Support quarterly reporting requirements.
- Conduct media monitoring and outreach.
- Perform other duties as required.

## QUALIFICATIONS

- Post-secondary degree or diploma in a relevant discipline, or an acceptable equivalent in education and/or experience.
- Minimum of three years’ experience in communications, marketing or a related discipline preferably in a not-for-profit environment.
- Experience in marketing and communications strategy development and implementation.
- Experience tracking, measuring and analysing marketing and communications activities using analytic tools.
- Experience in storytelling and writing engaging content to convey high impact for a range of platforms and publications (e.g. newsletters, blogs, news articles, reports, etc).
- Experience working closely with suppliers, including creative agencies, printers, writers, videographers and event planners.

## QUALITIES AND SKILLS

- Ability to understand the strategy and goals of the organization, and able to translate this understanding into compelling and effective communications.
- Superior written and verbal communication skills.
- Strong organizational skills, including a disciplined approach to project planning and execution with exceptional attention to accuracy and detail.
- Proven ability to multi-task and to manage a range of projects with conflicting priorities and deadlines.
- Ability to work well independently with minimal supervision.
- Ability to work collaboratively and build relationships with staff across teams.
- Openness to learning and working with a range of technology platforms (MailChimp, Sprout Social, Basecamp, etc.).
- Ability to update website content (experience with the Kentico platform a plus).
- Proficiency in Adobe design suite – InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver an asset.
- Ability to work with images and video files an asset.
- Knowledge of Salesforce, MailChimp and basic html would be an asset.

## APPLICATION DETAILS

**Posting Date:** November 2018  
**Deadline:** December 21, 2018  
**Start date:** February 18, 2019  
**Job location:** 60 St. Clair Avenue E., Toronto

**How to apply:**

Please email your cover letter, resume and two to three work samples (links are fine) to [info@prosperscanada.org](mailto:info@prosperscanada.org), subject line "Application for Marketing Communications Officer". We thank all applicants for their interest, however, only those selected for an interview will be contacted.