

JOB POSTING

OFFICER, MARKETING AND COMMUNICATIONS

12-month contract

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 national 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.

Prosper Canada does not deliver services directly to people living on low incomes. Instead, we work with public, private and community sector partners to ensure quality financial empowerment supports (including effective policy and regulation) are available to all people with low incomes across Canada.

At Prosper Canada, we value being collaborative, human-centred, and forward-thinking. We recognize, accept, and celebrate our differences. We see power in diversity, equity, and inclusion, and believe we can help everyone thrive by being our boldest true selves. We strive to create a culture where all feel valued, respected, and empowered.

Join us in supporting and empowering everyone in Canada to prosper.

THE OPPORTUNITY

Reporting to the Senior Manager, Marketing and Communications, the Officer has a critical role to play in helping to advance the following Marketing and Communications Team objectives:

- Build brand awareness through effective program promotion, storytelling, and leveraging of social and digital media to build the profile of Prosper Canada and its impact
- Grow Prosper Canada's stakeholder network through targeted communications
- Expand the reach of Prosper Canada tools, resources, and knowledge products through effective promotion
- Effectively implement marketing and communications strategies, processes, and policies

RESPONSIBILITIES

You will support the M&C team in the following ways:

Social media and digital presence

- Implement social media strategies, initiatives, and partnerships to advance organization marketing and communication plans
- Maintain and update website content and share via social networks
- Manage and post on the Prosper Canada YouTube channel
- Write content suitable for various platforms and publications, including newsletter articles, blogs, and social media posts
- Support Sr. Manager in tracking social and media campaigns and help assess success metrics via Sprout Social as an example

Content creation and editorial support

- Support the Sr. Officer with editorial planning, coordination, and dissemination of the organization's e-newsletter (4-5 per year)
- Help execute marketing and communications plans to increase visibility of Prosper Canada projects, resources, tools, and publications
- Ensure that all Prosper Canada communications materials adhere to brand standards
Help coordinate production of the organization's annual impact report

Operations and project support

- Provide operations planning input, including help developing team objectives and key results
- Work with the Sr. Officer to ensure projects are completed successfully, on schedule, and on budget

Cross-team collaboration

- Support the efforts of the Business Development Team to disseminate related marketing and communications products effectively
- Support development of communication products for prospect engagement and funder/donor stewardship
- Ensure funders/donors and partners receive appropriate recognition
- Help copy edit research and project reports, policy submissions, curricula, PowerPoint presentations, and marketing collateral
- Provide webinar support for the Learning and Training team (e.g. promotional activities, post webinar follow-up)
- Help coordinate and promote events, conferences, webinars, and other stakeholder engagement activities
- Support dissemination of program-related marketing and promotional activities and collateral

QUALIFICATIONS, SKILLS AND EXPERIENCE

Please apply if you meet most of these requirements:

- Minimum of five years' experience in communications, marketing, or a related discipline, preferably in a non-profit environment
- Post-secondary degree, certificate, or diploma in a relevant discipline, or equivalent in work experience
- Experience in marketing and communications planning, project management and implementation
- Knowledge of social media advertising platforms
- Knowledge of tracking, measuring, and analyzing marketing and communications activities using analytic tools i.e. Sprout Social
- Experience in storytelling and writing engaging content for a range of platforms and publications (e.g. newsletters, blogs, news articles, reports, etc.) to convey impact
- Experience coordinating suppliers, including translation services, printers etc.
- Proven skills in supporting strategies to increase social media followers, and overseeing social campaigns, producing content, reviewing analytics
- Ability to understand the strategy and goals of the organization and translate them 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 at appropriate times
- Ability to work collaboratively and build relationships with staff across teams
- Experience with working with a range of technology platforms (e.g., MailChimp)
- Ability to update website content via a variety of CMS platforms
- Proficiency in Adobe design suite
- Ability to work with images and video files an asset.

Prosper Canada also values and welcomes:

- Applicants from racialized groups, including black, Indigenous and people of colour
- Applicants of all gender expressions and sexual orientations, including queer, trans, and two-spirit people
- Your personal experience of living on a low income, being a newcomer, or living with a disability and the insights and perspectives this would bring to your work
- Your understanding of the concepts of institutional and structural racism and bias and their impact on underserved and under-represented communities
- Your ability to build empathetic relationships with a broad range of people including diverse communities living on low incomes.

We encourage candidates from equity-seeking groups to self-identify in their cover letters and are committed to accommodations for all candidates and staff with temporary or permanent disabilities.

COMPENSATION

The salary range for this position is \$60,000-65,000 and, upon successful completion of a probationary period, will be accompanied by group medical and dental benefits, 15 paid vacation days in the first year of employment and time off from Christmas eve through New Year’s Day when our office closes, and professional development opportunities.

APPLICATION DETAILS

- Application deadline:** Open until filled
- Start date:** As soon as filled
- Job location:** 60 St. Clair Avenue E., Toronto, Ontario, Canada

Prosper Canada offers a hybrid work environment with staff largely working from home but having the option to work in the office when they prefer or as needed. Staff are periodically required to attend onsite meetings and training sessions, and some teams also opt to meet regularly in person. We value in-person connection but expect many staff will want to blend in office and remote work and look forward to discussing hybrid options with candidate.

- Travel:** None
- How to apply:** Please email the following to hr@prospercanada.org, with subject line “Application for Officer, Marketing and Communications”:
 - Cover letter
 - Resume
 - 2-3 samples of work (social media, digital, copy writing)

We thank all applicants for their interest, however, only those selected for an interview will be contacted. Interviews with candidates will be conducted virtually.

If you require any accommodations to have a successful interview, please let us know.