



Marketing & Communications Specialist

Under the direction of the Director, Community Engagement & Outreach, and in accordance with The Humane Society of Kitchener Waterloo & Stratford Perth philosophies, policies and procedures, the primary function of the Marketing & Communications Specialist is to support and execute public relations functions, as well as a comprehensive marketing and communications plan. This position is responsible for coordinating all aspects of marketing and PR at the corporate level and support of the individual platform functions on a day-to-day basis.

This is a permanent full-time (40 hours per week) position with a salary range of \$42,000 to \$47,000 annually.

PRINCIPLE ACCOUNTABILITIES:

- Research, write and distribute press releases to promote the organization's mission and services
- Coordinate requests from media and gather information, photos or video for responses
- Arrange and support media spokespeople with key messaging
- Coordinate all advertising partnerships and seek out new advertising opportunities
- Coordinate and design print marketing material, ensuring all formatting, aesthetics and content are in-line with organizational standards and expectations
- Coordinate marketing requests from internal departments and external stakeholders
- Work in conjunction with the Social Media and Digital Marketing Coordinator to develop/write blogs and website materials, as well as performing website updates
- Coordinate and write internal and external e-newsletters to various target audiences
- Write articles on behalf of organization/key employees.
- Assist team in the preparation of new business materials, new business pitch and presentations
- Oversee volunteer promotions teams
- Support in the creation of the annual marketing and communications plan
- Coordinate, monitor and oversee editorial calendars and timelines
- Assist departments with messaging development and distribution
- Work in conjunction with marketing and communications volunteers
- Oversee the distribution of promotional materials and maintain all promotional event equipment

POSITION REQUIREMENTS:

The following are general descriptions of some of the requirements necessary to carry out the duties and responsibilities of this position:

- Post-secondary education in marketing/communications or equivalent
- Minimum of 1-3 years of direct public relations and marketing experience
- Excellent written communications skills with the ability to write for various target audiences and platforms
- Intermediate design knowledge/experience with the ability to create and assemble attractive marketing materials
- Possess strong organizational skills and attention to detail necessary to prioritize multiple initiatives and projects
- Demonstrate a professional level of verbal, written and listening skills
- Excellent interpersonal skills to interact with varying levels of stakeholders including general public, donors and media personalities
- Ability to function effectively in a fast-paced work environment
- Strong sense of teamwork and collaboration, with the ability to foster the same amongst volunteer teams
- Demonstrate ability to think creatively and independently
- Holds valid Ontario driver's license and has access to a reliable vehicle
- Regular Monday to Friday work week, although must be able to attend meetings and events on evenings and weekends as needed
- Some travel to support both of our sites in Kitchener and Stratford

The employee must demonstrate ability to work effectively with others (including co-workers, volunteers and others) by sharing ideas in a constructive and positive manner; listening to and objectively considering ideas and suggestions from others; keeping commitments; keeping others informed of work progress, timetables and issues; and, addressing problems and issues constructively to find mutually acceptable and practical business solutions.

WORKING CONDITIONS:

- The animal welfare field works with animals that are homeless, abandoned, surrendered, abused or neglected. Employees could be prone to seeing difficult situations or images, and could encounter times of compassion fatigue or colleagues with compassion fatigue.
- Frequent use of computers and cell phones. Manual dexterity required.
- Regular work week will be weekdays, however the successful candidate must have flexibility to work evenings and weekends to attend meetings and events as needed.
- Travel will be required between our Kitchener and Stratford sites.

How to Apply:

Please submit your **resume and cover letter** to the attention of **Andrea Hart, Senior Manager, Human Resources & Volunteers** andrea.hart@kwsphumane.ca no later than 5:00 pm on **January 12, 2022**.

We thank all candidates for their applications; however only those selected for an interview will be contacted.

The Humane Society of Kitchener Waterloo and Stratford Perth welcomes and encourages applications from individuals with disabilities. Should you require accommodation during the recruitment process, please contact Human Resources.