



**United Way
Centraide**
Simcoe Muskoka

JOB POSTING

POSITION: Marketing Associate (Permanent, Full-Time)

STARTING SALARY RANGE: \$41,182.49-\$43,420

LOCATION: Midhurst, Ontario. Staff are currently working in a hybrid work environment with a minimum of 2 days per week in office.

United Way Simcoe Muskoka (UWSM) acknowledges that we are situated on the traditional land of the Anishinaabek. The Anishinaabek include the Ojibwe, Odawa, and Pottawatomi nations, collectively known as the Three Fires Confederacy. The Huron-Wendat and the Haudenosaunee Nations have also walked on this territory over time.

REPORTS TO: Marketing & Communications Specialist

POSITION SUMMARY

At United Way Simcoe Muskoka the marketing function is vital to all functional areas within the organization. The Marketing Associate will have experience in a wide range of marketing functions, including social media, digital marketing, copywriting, and graphic design. The Marketing Associate must be an organized multitasker, able to handle multiple projects simultaneously while ensuring tight deadlines are being met in adherence with United Way Centraide Canada brand standards. To create social change, the Marketing Associate will communicate effectively and with passion “the story” of our United Way’s work to engage and energize donors, volunteers, advocates, and other stakeholders in the community.

WHO YOU ARE

If you’re a gifted storyteller who loves creating designs as much as creating change in your community, we’d like to meet you!

WHAT WE OFFER

A hybrid work environment, a generous leave plan, benefits, and the ability to make a difference in your community.

REQUIRED EDUCATION AND EXPERIENCE

- 1-2 years experience preferably in a nonprofit marketing environment with an established brand identity
- Knowledge of community activity, competing campaigns, agency and not for profit activities

REQUIRED SKILLS TO BE DEMONSTRATED

- Able to demonstrate good copywriting skills
- Proficient with social media platforms (Facebook, Instagram, LinkedIn, Twitter (X), and TikTok)
- Strong working knowledge of Adobe Creative Suite, Canva, WordPress, and web-based design tools
- Strong working knowledge of Google Suite and Microsoft Office
- Good working knowledge of Pardot
- Excellent creativity and innovative design skills
- Ability to be resourceful, flexible, and focused on results in a fast-paced working environment
- Strong organizational and time management skills
- Evidence of initiative, adaptability, collaboration, and attention to detail
- Excellent verbal and written communication skills
- Knowledge of analytical and SEO tools
- Strong presentation skills
- Desire to continue building skill set with education and training

MAJOR RESPONSIBILITIES

- Work with the Marketing and Communications Specialist to execute social media strategies to achieve established targets for the organization
- Preparing customizable branded templates
- Creating, scheduling, and posting content; sharing other organization's content when appropriate
- Monitoring comments, likes, shares and responding accordingly
- Suggesting changes or improvements to content
- Maintaining the content calendar
- Providing analytics when requested
- Preparing customizable branded templates for email communication, including newsletter, workshop, and information sessions, call for proposals
- Deploying emails through Pardot
- Creating and maintaining website content
- Collaborate, brainstorm, and work with Marketing and Communications Specialist to develop marketing collateral across functional areas including posters, flyers, presentations, postcards, Cases for Support, thank you materials, and some advertising
- Assist with the development of the Impact (Annual) Report as well as Donor Reports
- Assist in the development of a toolkit to support the Resource Development and Community Impact functional areas

Together, we need to take action and address local poverty head-on

United Way is a not-for-profit organization that has played a vital role in our community for over 60 years. As a social impact organization, our mission is clear: To improve lives and build communities by leveraging collective resources and mobilizing collective action to achieve the greatest impact.

Employment Equity Statement

United Way Simcoe Muskoka is strongly committed to fostering diversity within its community as a source of excellence, cultural enrichment, and social strength. We welcome those who would contribute to the further diversification of our organization including, but not limited to: women; visible minorities; First Nations, Inuit and Métis peoples; persons with disabilities; and persons of any sexual orientation or gender identity and expressions.

To apply for this opportunity, please submit a cover letter and résumé to HR@UWSimcoeMuskoka.ca. Consideration of applications will begin immediately, with the competition remaining open until a suitable candidate is found. Only those selected for an interview will be contacted. Thank you to all who apply.