
JOB POSTING

POSITION: Marketing Associate (Permanent, Full-Time – 37.5 hrs/week)

This position is to fill an existing vacancy.

STARTING SALARY RANGE: \$45,259.50 - \$51,069 (paid bi-weekly)

LOCATION: Midhurst, Ontario (Hybrid)

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: Manager, Marketing and Communications

POSITION SUMMARY

At United Way Simcoe Muskoka, the marketing function plays a vital role across all areas of the organization. The Marketing Associate will have experience in a wide range of marketing functions, including social media, digital marketing, 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 collaborators in the community. This role may occasionally involve travel and work outside regular office hours to support events.

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 vacation 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

REQUIRED SKILLS TO BE DEMONSTRATED

- Proficient with social media platforms (Facebook, Instagram, LinkedIn, 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

- Experience creating, editing, and posting engaging video content on multiple platforms
- 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
- Ability to work well with a team and as an individual contributor

MAJOR RESPONSIBILITIES

- Work with Manager, Marketing and Communications 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 assets for email communication, including newsletter, workshop, information sessions, and call for proposals
- Deploying emails through HubSpot
- Creating, editing, and posting video content to multiple platforms
- Creating and maintaining website content
- Collaborate, brainstorm, and work with Manager, Marketing and Communications to develop marketing collateral across functional areas examples include posters, flyers, presentations, postcards, Cases for Support, thank you materials, and some advertising
- Assist with the development of the Impact and Annual Report as well as Donor Reports

United Way Simcoe Muskoka does not use artificial intelligence in its recruitment process.

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.