



## **JOB POSTING**

### **COMMUNITY RELATIONS & RESOURCE DEVELOPMENT**

#### **Full-Time Digital Communication and Marketing Specialist**

**Salary \$40,000.00 – \$50,000.00 per annum**

#### **POSITION SUMMARY:**

The Digital Marketing Specialist is a full time position within the Development Department at Mission Services of Hamilton, Inc. (MSH). Reporting to the AED, Administration & Resource Development, this new role will focus on cultivating a digital presence across the organization, which will engage community and enable the acquisition and stewardship of donors for Mission Services of Hamilton.

The successful candidate will be a passionate storyteller, digital and social media marketer, with an eye for design, as well as being an exceptional writer who is committed to social justice and human service issues and the work of Mission Services in our community. You will use your unique skillset to inspire donors, ignite change, lead conversations, and propel awareness about the full spectrum of programs and services Mission Services offers to the community.

#### **KEY RESPONSIBILITIES:**

The Digital Marketing Specialist will be responsible for working together with the Development Team to create a digital, social media and advertising (print, radio, television) strategy that delivers on Mission Services community engagement goals through ongoing strategic communications, executing digital fundraising and awareness campaigns, managing the digital content calendar, and website.

- Develops an integrated digital, social media and multi-media strategy to increase brand awareness, online donations, and acquire and steward a network of Mission Services donors
- Manages Mission Services digital editorial calendar and is responsible for the execution of all digital campaigns, website, social media and advertising
- Uses real-time data to analyze the performance of social media channels and continually tweaks content, timing and moderation strategies and tactics to optimize engagement and deliver content that best resonates with audiences
- Creates and publishes unique, relevant, compelling content, including photos and videos, and implement updates to the Mission Services website
- Writes copy to support awareness of and fundraising initiatives including direct digital appeals, presentation materials, Opinion Editorials, in-house mail campaigns, MSH brochures
- Stays current on issues in the social services sector and in the community, and works in partnership with Mission Services programs to receive regular program updates
- Ensures all content aligns with Mission Services brand and maintains brand standards

**QUALIFICATIONS:**

- Minimum of three years in digital marketing experiences
- Experience working with Adobe Illustrator, InDesign, Photoshop, Premier Pro, professional version of WordPress
- Photography/videography experience an asset
- Experience working in a not-for-profit environment with donors an asset
- Demonstrated experience in managing successful digital marketing campaigns, and strong knowledge of sector best practices

**Education:**

- BA with a focus on communications, advertising and/or marketing

**Required Skills & Abilities:**

- Excellent communication skills
- Ability to work in a team environment, as well as individually
- Outstanding project management and organizational skills
- Creative with a keen eye for design
- Flexibility to respond to emerging needs/issues in the sector and adjust plans accordingly

**HOURS OF WORK:**

- 37.5 hours per week
- Flexible hours – requirement to attend Mission Services and community events and functions

**REQUIREMENTS:**

- Police Record Check including a Vulnerable Sector Check
- Two-Step Tuberculosis Skin Test

**To apply for this position, please send your cover letter and resume by June 21, 2019 to:**

**Director of Human Resources**

**Mission Services of Hamilton**

**P.O. Box 368, Hamilton, ON L8L 7W2 or email to [HR@mission-services.com](mailto:HR@mission-services.com)**

**Mission Services is an equal opportunity employer** – If you require an accommodation during the recruitment and selection process, please let us know. We will work with you to meet your needs.

We thank all applicants, however, only those candidates selected for an interview will be contacted.