



## **Marketing & Communications Coordinator**

### **JOB DESCRIPTION**

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#### **About Us**

The Eastern Ontario Community Futures Development Corporation (EOCFDC) Network, operating as Community Futures Eastern Ontario ([CFEO](#)), is a not-for-profit organization serving 15 independent Community Futures Development Corporation (CFDC) member offices who deliver the Community Futures Program ([CFP](#)) locally in Eastern Ontario. CFEO acts as their regional voice and assists its members to advance entrepreneurship, small business development and the pursuit of economic opportunities in their communities. As a change agent in eastern Ontario, CFEO passionately supports small businesses, driving innovation and collaboration with other regional partners to create a lasting impact. CFEO receives support in part from the Federal Economic Development Agency for Southern Ontario ([FedDev Ontario](#)) to coordinate the opportunities available to its members and to administer select direct-to-client regional programming such as the Southern Ontario Fund for Investment in Innovation ([SOFII](#)). CFEO is governed by an engaged [Board of Directors](#) comprised of its members, volunteers from the CFDC boards, and independent representatives from across eastern Ontario.

Join our team and be a part of an organization that values diversity, teamwork, and a shared commitment to empowering entrepreneurs and small businesses to diversify and grow the economy in Eastern Ontario.

*Helping businesses grow!*

#### **Position Overview**

Are you ready to make a difference in the lives of business owners in eastern Ontario? Community Futures Eastern Ontario is seeking a highly motivated and skilled **Marketing & Communications Coordinator** to join our dedicated team. Reporting to the Executive Director, this role will play a pivotal part in shaping and executing our marketing and communications strategy, growing our network's profile and ensuring that Community Futures Eastern Ontario maintains a strong and consistent brand presence.

**Note:** This role requires versatility, and the employee should anticipate being involved in diverse tasks beyond the scope of the primary responsibilities listed in this Job Description.



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#### **Key Responsibilities**

- **Marketing Strategy & Execution:** Collaborate with the CFEO team to refine and implement the marketing and communications strategy, focusing on elevating the CFEO brand and programming.
- **Content Development:** Create original, compelling content to build brand awareness across print, digital, and social media platforms, including brochures, newsletters, media releases, email campaigns, and website updates.
- **Digital Marketing & Social Media Management:** Oversee all digital marketing efforts, including strategy development, content creation, and performance analysis for social media platforms ([Facebook](#), [LinkedIn](#), [X](#), and [YouTube](#)).
- **Event Coordination:** Plan and execute network-wide marketing and community events, ensuring alignment with organizational goals and strategic initiatives.
- **Brand Stewardship:** Serve as a brand ambassador, managing the CFEO brand identity and collaborating with other regional and provincial networks to strengthen the Community Futures brand.
- **Campaign Management & Reporting:** Monitor and evaluate campaign performance using key metrics and produce comprehensive reports to guide ongoing marketing efforts.
- **Market Research & Trend Analysis:** Conduct market research to identify emerging trends and opportunities, integrating insights into marketing strategies for increased visibility and impact.
- **Support to Member Offices:** Provide marketing expertise and support to member Community Futures offices, assisting in the development and execution of their local marketing initiatives.
- **Media Relations:** Cultivate and maintain relationships with local media outlets to ensure consistent, positive coverage of CFEO and its initiatives.
- **Graphic Design:** Utilize intermediate graphic design skills to develop marketing templates and improve the quality of promotional materials.
- **Program Development & Support:** Collaborate with the program administrative team to influence program development and deliver customer service support as required.
- **Budget & Reporting:** Contribute to the development of the annual marketing budget and provide regular marketing program reports and analysis.

*Community Futures Eastern Ontario is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.*



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#### **Preferred Qualifications**

- A degree or diploma in marketing, communications, public relations, or a related field.
- 2+ years of professional experience in marketing, communications, or a related role, preferably within the non-profit or economic development sector.
- Demonstrated success in developing and executing multi-channel marketing strategies.
- Exceptional written and verbal communication skills.
- Proficiency in content creation for web and social media platforms, with extensive knowledge of digital marketing strategies.
- Graphic design experience (Adobe Creative Suite or equivalent).
- Bilingualism (English/French) is an asset.

#### **Skills & Competencies**

- **Technical Proficiency:** Experience with website management, social media business platforms (e.g., Facebook, LinkedIn, X, YouTube), and digital marketing tools (e.g., MailChimp, Later, Office 365).
- **Graphic Design:** Intermediate-level skills with Adobe Creative Suite or similar graphic design tools.
- **Copywriting & Editing:** Strong copywriting skills with the ability to proofread and edit content across various platforms.
- **Analytical Thinking:** Ability to analyze campaign performance metrics and adjust strategies to optimize results.
- **Project Management:** Adept at multitasking, meeting deadlines, and managing projects from inception to completion.
- **Problem-Solving:** Creative problem-solving skills with the ability to work independently and within a team.
- **Interpersonal Skills:** Ability to foster positive relationships with internal and external stakeholders, demonstrating leadership and effective communication.
- **Discretion:** Ability to handle sensitive and confidential information with care and professionalism.
- **Adaptability:** Quick to learn and proficient in new software and digital tools.
- **Collaboration:** Capable of working effectively within a team in a remote-work setting, contributing leadership and guidance when needed.
- **Creativity:** Ability to develop innovative marketing strategies and solutions to enhance brand visibility.



**Community Futures**  
Eastern Ontario

**Développement des collectivités**  
de l'Est de l'Ontario

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This is an exciting opportunity to contribute to the success of our organization as we help drive the economic growth of eastern Ontario. We offer competitive compensation packages, a compressed workweek, remote work, and opportunities for professional growth. If you are a motivated individual residing in eastern Ontario with a passion for marketing and creative collaboration, we encourage you to apply at [info@cfeasternontario.ca](mailto:info@cfeasternontario.ca).

Job Type: Independent Contractor  
Duration: 18-20 Month  
Compensation: Hourly wage, commensurate with experience  
Language: English (preference for EN/FR bilingual candidates)  
Schedule: Compressed workweek  
Mondays/Tuesdays/Wednesdays 7:30 am - 5:00 pm  
Thursdays 7:30 am - 4:30 pm  
Application: Send scanned copy of cover letter and resume together in 1 file to:  
[info@cfeasternontario.ca](mailto:info@cfeasternontario.ca)