



Marketing & Communications Coordinator

JOB DESCRIPTION

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 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 rural 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 member office 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 as an independent contract position. 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 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 branding 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 regional events, ensuring alignment with organizational goals and strategic initiatives.
- **Brand Stewardship:** Serve as a brand ambassador, managing program brand identities and collaborating with other regional and provincial networks to strengthen program branding.
- **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 media outlets to ensure consistent, positive coverage of the network 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.
- **Internal Communication Materials:** Develop and maintain internal communication materials and templates to ensure consistent messaging across the organization.
- **Presentation Support:** Assist staff in creating standard presentations and reports for various internal and external parties, ensuring they are professionally constructed and aligned with the organization's branding.
- **Budget & Reporting:** Contribute to the development of the annual marketing and events budget, and provide regular marketing program reports and analysis.

Job Description: Marketing & Communications Coordinator (Parental Leave Contract)

September 2024



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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 English written and verbal communication skills.
- High level of 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).
- High level of proficiency in Office 365 applications (Outlook, SharePoint, PowerPoint, OneNote, Teams, Forms, To Do, etc.)
- 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 applications).
- **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.
- **Member Service Focus:** Prioritizes the satisfaction and engagement of members, consistently delivering high-quality support and 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.

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- **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.
- **Design of Templates and Presentations:** Expertise in designing and maintaining templates for internal communications and creating professional presentations in PowerPoint.
- **Communication:** Excellent written and verbal communication skills, with the ability to convey complex information clearly and effectively.

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 remote work, competitive contractor compensation, a compressed 4-day workweek, 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.

Job Type: Independent Contractor
Duration: 18-20 Month
Compensation: \$21.51 - \$25.64 per hour
Language: English (preference for EN/FR bilingual candidates)
Schedule: Compressed 37.5 hr 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

Community Futures Eastern Ontario is committed to fostering an inclusive and diverse workplace. Community Futures Eastern Ontario is an equal opportunity employer and continues to welcome applications from individuals of all backgrounds and experiences.