



Job Posting

Communications and Marketing Coordinator
YMCA of Eastern Ontario
Kingston and Brockville, Ontario

Employment Category: Part Time Contract

Hours: 30 hours per week for 9 weeks. May require evening or weekend work.

Compensation: \$15.50 to \$17.50

Placement Date: June 21, 2021 to August 20, 2021.

Work Locations: Kingston and Brockville

Eligibility:

Applicants must be eligible under Canada Summer Jobs requirements.

Our Mission:

The YMCA in Canada is dedicated to the growth of all persons in spirit, mind and body, and to their sense of responsibility to each other and to the global community.

Our Vision:

Our values are caring, honesty, respect, responsibility, and inclusiveness. These are central to our mission, guiding our behaviours, attitudes, and actions.

Nature & Scope:

Under the direction of the director marketing and communication, the work of the marketing and communications coordinator will enhance the YMCA of Eastern Ontario's position as a leading provider of childcare, and the foremost community partner in delivering accessible health, fitness and aquatics programs and services to the region. Responsible for conceptualizing content ideas and executing various video, social media, web and other deliverables directed to YMCA stakeholders, the marketing and communications coordinator delivers effective, inspiring, on-brand, and on-strategy marketing-communication initiatives for web pages, social media, digital marketing and print publications. Travel to YMCA service-delivery locations in Kingston, Brockville, Kemptville and Prescott is required.

Responsibilities:

The successful candidate will be responsible for:

- Travelling to Eastern Ontario YMCA locations (primarily Kingston and Brockville) to shoot video content, edit and publish videos such as recording workouts and summer camp interviews.
- Travelling to camp locations and taking photos of summer camps and other events as required.
- Identifying and creating social media content.
- Designing and producing the range of print and digital collateral.
- Updating website content as needed.



- Collaborating to develop creative concepts for social media campaigns, photo/video production and editing.
- Demonstrating strong interpersonal, written and oral communication skills and ability to build relationships.
- Developing new ideas for social media engagement.
- Using design software to create graphics for social media and/or other marketing collateral as required.
- Collaborating with team members Forward-looking thinker, collaborative and resourceful team player, reliable, self-starter.
- Meeting goals and deadlines in a changing environment.

Qualifications:

- Education in a Marketing, Communications, Graphic Design or an equivalent program.
- Working knowledge of Adobe Creative Suite.
- Working knowledge of MS Office Suite.
- Proficiency in HTML and CSS websites.
- Working knowledge of CP Style is an asset.
- Experience developing content from creative brainstorming sessions to production.
- Experience in producing creative and technical content.
- Self-motivated and able to work independently.
- Valid Ontario Driver's License. Access to personal vehicle is required.
- Criminal Reference Check (CPIC) including Vulnerable Sector Check completed not more than 120 days prior to interview, with results acceptable to the YMCA of Eastern Ontario. Those under 18 years of age will be required to sign a statutory declaration confirming that there is no criminal reason why they should not work with children.

Competencies:

- Knowledge – Education + Experience
- Interpersonal Skills
- Attention to Detail
- Initiative
- Stress of Multiple Demands

Please apply by email with a résumé and cover letter by May 31, 2021 at 4 p.m. to:

Colleen Gareau
Director, Marketing and Communications
YMCA of Eastern Ontario
colleen.gareau@eo.ymca.ca



Building healthy
communities

YMCA of
Eastern Ontario

We appreciate your interest in a career opportunity with the YMCA of Eastern Ontario. Please note that only those selected for an interview will be contacted. Candidates invited for an interview will be required to submit three professional references.

The YMCA of Eastern Ontario is committed to an environment that is barrier free. If you require accommodation during the hiring process, please inform us in advance so that we can arrange reasonable and appropriate accommodation. The YMCA of Eastern Ontario values the diversity of people and communities and is committed to excellence and inclusion in our Association.

This position has been posted externally.