



Digital Marketing Associate

Full-time, Continuing

Are you motivated to create caring and equitable communities where all individuals may thrive? Does social media get you excited? Do you feel energized by writing content across multiple platforms? Do you thrive in a fast-paced environment, working on several projects at the same time, while ensuring accurate processes and records are maintained? If so, Waterloo Region Community Foundation is looking for you to join our team as the Digital Marketing Associate.

Who we are

Waterloo Region Community Foundation (WRCF) is a public foundation focused on Granting, Impact Investing and Convening to make measurable and sustainable impacts in Waterloo Region. As one of 202 Community Foundations across Canada, we collaborate with partners, connect regionally and locally, working with three cities and four townships – to include the people and places across our region, using a trust-based philanthropic approach. Together, we seize opportunities to meet current and future needs of our community. We enable people, companies and organizations to do more good by making it easy for Fundholders and Donors to give and invest, and for charities to receive money. Gifts are directed to WRCF's endowed funds that drive positive change in two ways: through grants and impact investments that deliver both financial returns as well as positive social and environmental outcomes. We work with our Fundholders to distribute the income generated through grants to support a wide range of charitable causes within our community; in 2022, we granted \$6 Million to hundreds of local charities and non-profits, bringing our collective granting impact since inception to \$73 Million. As a leading community-building organization, we also work to amplify voices and issues of importance by convening conversations and sharing information, while approaching our work with an equity mindset.

A Commitment to Equity

WRCF is an equity-conscious employer committed to equity, anti-oppression, diversity and supporting the wellbeing of all our employees. We provide inclusive employment opportunities without regard to race, colour, religion, nationality, social or ethnic origin, sex, age, disability, sexual orientation, gender identity and/or expression, or any other status that is representative of equity & sovereign seeking groups.

All qualified individuals are encouraged to consider working with us including those who are; First Nations, Inuit and Métis, Black, people of colour, immigrants, people living with disabilities, ethnocultural religious identities (e.g. Muslim, Sikh, Jewish), and 2SLGBTQIA+.

If you are an applicant who requires accommodations, please let us know in advance so that we may arrange for their provision. We provide accommodations at all stages of the recruitment and hiring process under the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code.



About the Role

The Digital Marketing Associate is a full-time, continuing role that reports to the Marketing & Communications Lead, and assists with WRCF's marketing and communications tactics. They are also responsible for leading the day-to-day implementation of WRCF's social media strategy. The successful candidate has excellent communication and writing skills with a proven ability to repurpose content for various mediums. The Digital Marketing Associate will succeed if they have a keen eye for detail, are extremely organized, are proficient with online digital marketing platforms, and able to work collaboratively within a team.

Compensation: \$40,000 - \$45,000 (based on a 37.5 hour work week), plus a competitive benefits package. Currently, employees work both on-site and remotely, and this role includes an expectation of several in-office or in community days weekly, subject to adherence to COVID-19 safety guidelines.

Key Responsibilities

- Helps execute WRCF's strategic marketing and communications plan in alignment with the brand. This includes ensuring a consistent brand voice
- Responsible for leading the day-to-day implementation of the social media strategy. This includes content creation, scheduling and more.
- Coordinate the production, dissemination, and amplification of print materials including all collateral, marketing materials and reports.
- Assist with the execution and logistics of events and actively look for opportunities to improve the experience for everyone.
- Generate analytics reports for events, campaigns and other initiatives.
- Assist with the creation and dissemination of electronic information while maintaining communications lists through ongoing database maintenance.
- Assist with editing website content and provide support for adding new content.
- Create new logo lock-ups for recognition activities and manage recognition review requests from partner organizations.
- Ensures that information about all stakeholders, including but not limited to: donors, fundholders, committee members and grant recipients are held in the strictest confidence to maintain trust and legal obligations.

About You

- You bring a combination of education, experience and knowledge to be successful in this role.
- You have strong writing skills and enjoy finding ways to repurpose old content to make it new again.
- You have experience working with a variety of social media platforms, loading website content, and creating analytics reports.
- You are committed to understanding and supporting the needs of diverse communities, as well as have respect for listening, learning, and acting on reconciliation, diversity and equity.
- You work effectively at managing a variety of projects at the same time, and are quite happy to shift between activities on any given day to respond to a higher priority. Success at the end of the day is about collectively meeting team goals.



- You are a team player who can work effectively and collaboratively with team members to navigate opportunities using human-centered design and systems design thinking.
- You participate willingly and enthusiastically in other duties as assigned.

Interested candidates should submit their cover letter and resume in confidence to Rochelle Benoit at rochelle@wrcf.ca. Please also contact Rochelle if you require any accommodations at any stage of the process.

The posting will close on March 5, 2023 at 11:59 p.m. EST. While we appreciate the interest of all applicants, we will contact only those selected for interviews.