

Communications and Marketing Consultant | Truly Alive Youth and Family Foundation Inc.

Position Title: Communications and Marketing Consultant
Reports to: Executive Director
Terms of Work: 120 hours per month; Monday to Friday, 9am – 4pm

Position Summary: We are seeking a skilled and experienced individual to join our dynamic team for the position of Communications and Marketing Consultant.

Through the implementation of a communications strategy designed to further TAYFFI's objectives, mission, vision, and values, the incumbent will curate content and campaigns, and measure and report on the effectiveness and outcomes of all TAYFFI's external communications and outreach (marketing) activities. The Communications and Marketing Consultant plays an active role in planning, researching, organizing, and implementing communications strategies for the organization.

Integral to the success of this role is the incumbent's ability to maintain consultative collaboration with key stakeholders from Anglophone, Francophone, and minority language communities in Saskatoon and beyond to develop social-impact programs and strategies towards ensuring no one is left behind in receiving support and resources relating to TAYFFI's work.

Employment Classification: Term Contract, November 2023 – March 2024 (with possibility of extension)

Work Hours/Schedule: 120hrs/month; Monday – Friday; 9:00am – 4:00pm (*flexible arrangements as per clients' needs and employer's business*)

How To Apply: Resume and cover letter to be sent to the attention of the Executive Director, TAYFFI at info@trulyalivefoundation.org by **Friday, November 24, 2023**.

NOTE: Only applicants shortlisted for interviews will be contacted.

DUTIES AND RESPONSIBILITIES

- Conduct ongoing market research and environmental scans of communications opportunities in the social service and interdisciplinary sector/space in Saskatchewan and stay up to date on trends to make recommendations for adjustments to communication strategies.
- Develop and execute communications plans, editorial calendars and content programs for member and partner email programs, social media, and the website.
- Develop and implement marketing campaigns to maximize brand visibility and drive interest in TAYFFI's programs and services.
- Perform audience research and segmentation in support of campaigns; writing copy and directing design for campaign-related web pages.
- Create and maintain digital advertising and email marketing campaigns, including ad copy, visuals, landing pages and tracking mechanisms.
- Monitor and analyze campaign performance metrics, optimizing campaigns based on insights and providing regular reports.
- Assist in managing social media platforms, including content creation, scheduling, and engagement with audiences.
- Conduct data analysis and providing recommendations for optimizing operations, improving efficiency and overall performance.
- Develop and distribute TAYFFI's internal newsletter and open-source resources; evaluate and optimize online content for engagement, usability, lead generation and impact, recommending and making changes to ensure audience relevance and deliver results.

- Identifying and supporting TAYFFI's visibility among inter-sectorial industry channels at local, provincial, and a national level (i.e.: industry events, media, awards applications, sponsorships)
- Plan and coordinate speaking engagements, public engagements, conferences, and other promotional events to build the brand and keep TAYFFI top of mind with key stakeholders and audiences.
- Perform active outreach to press outlets, partners, and influencers to build and foster strategic partnerships that grow brand impact, while responding to media inquiries, building, and maintaining strong relationships with journalists and members of the press from across the province
- Provide oversight and coordination for all aspects of approved communication programs and initiatives, including proof and edit materials authored by colleagues and partners, ensuring compliance with TAYFFI's brand and trademark guidelines.
- Other duties as assigned by the Executive Director or their Designate.

Education and Experience:

- Completion of a bachelor's degree in relevant field (marketing, communications, public relations, journalism)
- Excellent written and verbal communication skills, and interpersonal communication with strong writing and editorial abilities – fluency in French and English languages, and any other minority language
- Proven experience in digital advertising, email marketing and marketing operations
- Proficiency in analyzing campaign data and metrics and translating insights into actionable recommendations.
- Strong organizational and project management skills, with the ability to manage multiple tasks and deadlines.
- Strong technical and Analytical skills in Microsoft Suite (Word, Excel, Power Point), Google Analytics; expertise in graphic design skills (Photoshop and Canva); proficiency in content creation and editing software for various channels and newsletters with the ability to easily learn new programs.
- The ability to develop and maintain strong professional relationships with internal and external stakeholders and work effectively with all levels of employees is critical.
- Highly motivated self-starter with a strong sense of accountability and initiative, and demonstrated flexibility and adaptability, a keen eye for detail and creativity.
- Must be able to meet tight deadlines and execute flawlessly on projects in a fast-paced, often pressured environment and see a project through to completion.
- Flexibility with working hours (occasional weekends and evening); personal vehicle with proof of Class 5 Driver's License

Required Skills and Attributes:

- Confidence, logical thinking, and charisma; extremely motivated and inspired by TAYFFI's mission.
- Ability to quickly synthesize complex ideas, align them with business priorities, and devise actionable strategies to accomplish goals.
- Ability to work positively with the wide range of individuals across the intersectionality of TAYFFI's program departments.
- Ability to navigate ambiguous situations and to drive to clarity, with a mindset of building repeatable positive-impact processes for the future.
- Self-motivated individual who is also a team player with a high level of professionalism and emotional intelligence.
- Excellent relationship management skills (both internal and with external partners) and the ability to maintain highly confidential information.
- Positive attitude and willingness to be flexible to adapt to changing needs and "roll up shirtsleeves" to get the work done; maintains grace under pressure