

POSITION DESCRIPTION: MARKETING AND COMMUNICATIONS SPECIALIST

SECTION ONE: POSITION TITLE, REPORTING AND STATUS

Position Title: Marketing and Communications Specialist	
Reports to: Director of Operations	Direct Reports: N/A
Job Status: Full-Time	Hours of Work: 37.5 hours per week
Effective Date: January 13, 2020	Revision Date: September 27, 2022

SECTION TWO: POSITION SUMMARY

The Marketing and Communications Specialist is responsible for planning, coordinating and implementing both internal and external marketing and communications strategies for the Umbrella Family. This position oversees social media communications, website design and branding/marketing of the organizations and its programs.

SECTION THREE: DUTIES AND RESPONSIBILITIES

The key responsibilities of the Marketing and Communications Specialist comprise of the following:

3.1 Resource to the Director of Operations

- (i) Inform the Director of Operations of trends or developments that will influence the performance and effectiveness of marketing and communication plans in relation to Umbrella Family;
- (ii) Prepare background information as required by the Director of Operations in relation to marketing and communications; and
- (iii) Attend meetings of the Board of Directors as requested by the Director of Operations.

3.2 Compliance with Legislation, Regulations and Organizational Policies and Procedures

- (i) Ensure compliance with applicable legislation and regulations to the Umbrella Family;
- (ii) Ensure compliance with the policies and procedures of the organization; and
- (iii) Inform the Director of Operations of any areas of non-compliance with legislation and regulations.

3.3 Risk Management

- (i) Inform the Director of Operations of situations that could create potential risk and liabilities for Umbrella Family; and
- (ii) Implement the risk management plan of the organization, as required.

3.4 Marketing and Communications Priorities and Performance Outcomes

- (i) Participate in the development of an annual operational management plan in collaboration with the Director of Operations and Management Team;
- (ii) Determine in collaboration with the Director of Operations the priorities and performance outcomes for the marketing and communications initiatives within the context of the strategic plan approved by the Board of Directors;

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- (iii) Monitor and evaluate the results achieved against specified/indicators of success (as they are determined) in relation to marketing and communications initiatives; and
- (iv) Identify to the Director of Operations any variances in performance from established outcomes and articulate corrective action taken.

3.5 Marketing and Communications Management

- (i) Develop and implement an annual internal and external marketing and communications plan for the Umbrella Family;
- (ii) Plan and implement marketing programs for the organization to maximize communication, engagement and enrollment in programs;
- (iii) Manage and monitor Umbrella Family social media platforms;
- (iv) Manage and monitor the website and various portals (employee, board, parent) for the Umbrella Family, ensuring up to date and accurate information;
- (v) Ensure effective use of the organization's branding and that of its various programs;
- (vi) Create promotional materials using graphic design tools and oversee the development of print, electronic and media materials;
- (vii) Create internal and external newsletters, at minimum, on a quarterly basis or as required per the marketing and communications plan;
- (viii) Coordinate and implement parent and child participation surveys as required by the programs and services department; and
- (ix) Support members of the Management team in achieving their communications and marketing goals.

3.6 Financial Management

- (i) Develop the marketing and communications budget for approval by the Director of Operations;
- (ii) Authorize expenditures within the approved budget; and
- (iii) Monitor the marketing and communications budget and identify any variances/issues to the Director of Operations on a monthly basis.

3.7 Information Management

- (i) Ensures appropriate protocols are followed to ensure that personal information of staff, children and families is protected and safeguarded according to applicable privacy legislation, regulations and best practices; and
- (ii) Provide oversight on the overall quality and accuracy of any applicable data collection.

3.8 Health and Safety

- (i) Take initiative, when required, to identify and address any health and safety issues; and
- (ii) Advise the Director of Operations of any health and safety issues that require a broader organizational response.

3.9 Communications

- (i) Maintain regular communications with the management team and the Director of Operations as required;
- (ii) Coordinate and execute communications to employees, families, and community partners, while ensuring uniformity of content/messaging, as directed by the Director of Operations
- (iii) Implement Crisis Communications Plan, as directed by the Director of Operations; and
- (iv) Attend management team meetings, as required.

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3.10 Community Relations

- (i) Build positive partnerships with any applicable community partners; and
- (ii) Foster an organizational culture that is rooted in integrity.

3.11 Representation of the Organization

- (i) Represent Umbrella Family in external meetings as assigned by the Director of Operations

3.12 Professional Development

- (i) Participate in a performance evaluation process conducted by the Director of Operations and follow up on any stated actions and/or goals; and
- (ii) Attend professional development opportunities recommended by the Director of Operations to enhance overall knowledge and/or performance

SECTION FOUR: AUTHORITY

The Director of Operations delegates authority to the Marketing and Communications Specialist to:

- (i) Provide leadership and manage their responsibilities within the established policies, procedures, priorities and outcomes;
- (ii) Coordinate the marketing and communications programs/initiatives in an effective and efficient manner; and
- (iii) Interpret and implement the policies and procedures of the organization; and
- (iv) Approve expenditures within the allocated marketing budget.

SECTION FIVE: ACCOUNTABILITY

The Marketing and Communications Specialist is accountable to the Director of Operations to:

- (i) Exercise leadership to implement marketing and communications responsibilities within a changing context;
- (ii) Ensure that any applicable legislation, regulations, collective agreements and the policies and procedures of the organization are not violated;
- (iii) Ensure that program areas of responsibility are delivered within the approved budget;
- (iv) Ensure a safe, healthy and productive work environment;
- (v) Maintain a harmonious working relationship with employees and any applicable community partners;
- (vi) Provide reliable and timely information to support the management decision making processes of the organization;
- (vii) Ensure that the organization is perceived by the community in a positive manner; and
- (viii) Minimize any risks and legal liabilities for the organization.

SECTION SIX: QUALIFICATIONS

The **minimum** qualifications for the Marketing and Communications Specialist are as follows:

6.1 Education, Professional Designation and Certification Requirements

- (i) College Diploma (or equivalent) in Marketing and Communication, Public Relations, Business Marketing or a related field.

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6.2 Experience, Knowledge and Skill Requirements

- (i) Five (5) to Seven (7) years experience working within marketing and communications;
- (ii) Experience working in the not for profit sector would be considered an asset;
- (iii) Experience in program planning, development and evaluation;
- (iv) In depth knowledge of Microsoft office programs, Adobe Creative Suite with a focus with InDesign, Social Media platforms such as Facebook, LinkedIn, Instagram and Twitter, working with WordPress and Basic HTML coding.
- (v) Advanced written and verbal communication skills, with strong relationship building skills;
- (vi) Effective and well-developed interpersonal skills;
- (vii) Ability to focus on established priorities;
- (viii) Confident and consistent decision-making skills;
- (ix) Resourcefulness and flexibility to meet the needs and the demands of the position; and
- (x) Ability to work independently and as a team member to achieve outcomes and meet deadlines.

6.3 Competencies and Judgment

- (i) Manage in an ever-changing environment;
- (ii) Use professional judgment on a daily basis;
- (iii) Maintain control in difficult and frustrating situations;
- (iv) Accommodate competing demands;
- (v) Communicate orally and in writing with employee's and the general public;
- (vi) Make effective group presentations; and
- (vii) Maintain confidentiality.

SECTION SEVEN: WORKING CONDITIONS

The working conditions for the Marketing and Communications Specialist are as follows:

- (i) The position is primarily performed in an office environment; with a minimal requirement to attend work at other locations (ex. Pictures/Events etc.)
- (ii) Seldom requirement for multi-tasking, simultaneous multiple urgent demands and / or work requiring attention to detail, subject to frequent, regular interruptions or peak periods requiring an accelerated work pace or deadlines;
- (iii) Seldom exposure to uncomfortable, challenging and hazardous situations such as dust, noise, odours, driving in inclement weather / poor road conditions, etc.;
- (iv) Frequent requirements for manual dexterity / coordination for computer use; Occasional requirements for light physical exertion, such as sitting, standing, walking and operating office equipment; Seldom requirement for heavy physical exertion, including the ability to lift up to 25 lbs (e.g. moving a heavy box of office supplies);
- (v) Regular requirement for low-intensity mental, visual or aural concentration for such activities as reading, inputting data, taking notes; Seldom requirement for high intensity mental, visual or aural concentrations such as analysing large volumes of data, listening to calls / presentations or face – to face interactions of a more complex nature;
- (vi) Salaried position based on 37.5 hours/week, Monday to Friday. Availability to work a flexible schedule to meet the needs of the organization is required.

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(vii) This position is not required to be on-call.

SECTION EIGHT: INTERNAL AND EXTERNAL RELATIONSHIPS

The Marketing and Communications Specialist will maintain regular contact with the following:

Internal Relationships

- (i) Director of Operations: To liaise in the execution of the Marketing and Communications operational plan, to achieve goals to sustain the organization's values, to report on progress and receive direction, as needed (weekly)
- (ii) Director of Childcare Programs: To liaise in the execution of the Marketing and Communications Operational Plan; to collaborate in the development of newsletters or communication materials.
- (iii) Human Resources Manager / Manager of Program Excellence: To liaise regarding marketing materials (job fair, employee newsletters, family newsletters, social media posts etc.)
- (iv) Program Managers/Program Leaders and Supervisors: To liaise regarding marketing materials (monthly)
- (v) Finance Department: To collaborate regarding budgets (Quarterly)

External Relationships

- (i) Members of the General Public: to respond to inquiries (Daily)
- (ii) Community Partners: to establish and maintain positive working relationships and partnerships (monthly).

SECTION NINE: EMPLOYMENT CONDITIONS

Specific employment conditions of the Marketing and Communications Specialist include the following:

- (i) Satisfactory Police Reference Check for the Vulnerable Sector
- (ii) Medical clearance indicating free from Tuberculosis and up to date immunizations; and
- (iii) Valid Ontario Driver's License, Insurance and Reliable Transportation.

This job profile provides an overview of the minimum requirements of the position and does not include all of the duties inherent, included or associated with the job or with the performance of the job. The Leadership Team reserves the right to make changes to the job profile as it sees fit to meet the needs of the organization.