

## **Learning Disabilities Association of Peel Region**

**Position:** Communications and Marketing Coordinator

### **Role Responsibilities:**

Public Awareness:

- Develop and execute a Marketing/Communication plan for LDAPR
- Establish professional and well-organized Communications with partner organizations, stakeholders, business leaders, and learners
- Develop and maintain partnerships of mutual benefit with other NFP's, social service clubs, businesses, and community agencies
- Oversee the Outreach to local schools, associations, private corporations, post-secondary institutions, and Community Events throughout Peel Region
- In collaboration with other departments, create and distribute flyers, posters, press releases, and other outreach materials
- Develop and maintain relations with media, write newspaper ads and create advertisements for both print and radio venues. Respond to requests for information from the media or redirect to another source
- Keep the website and all social media current, with input from other departments
- Write and distribute quarterly Newsletter
- Organize Fund Raising and Community events
- Work co-operatively with Program Services to increase registrations
- Participate in Community Events
- Gather, maintain, write, edit, update and proof marketing and advertising content.
- Gather, maintain, write, edit, update and proof internal and external communications.
- Prepare flyers and brochures.
- Organize workshops, create all related tasks, communications, invites and marketing plans

Fund Development:

- Organize Community and Fund-Raising events
- Supervise and mentor volunteers at events
- Assist with phone calls and administrative tasks
- Other Duties as assigned

### **Qualifications: (MINIMUM)**

- **EDUCATION:**
- University degree in a related field, or an equivalent combination of education and experience.
- **EXPERIENCE:**
- Minimum three (3) years' related experience. Experience in the not for profit sector environment strongly preferred. Working knowledge of Web and design utilities, Adobe Creative Suite, accessibility tools and standards, social media management. Knowledge or interest in learning disability issues is an asset.
- **OTHER:**

- Excellent oral and written communication skills including the ability to communicate ideas to diverse audiences of varied technical understanding; rapid editing skills. Initiative and demonstrated analytical skill; must be service and detail oriented; must be able to meet deadlines, keep calm under pressure and prioritize tasks and responsibilities; must be able to use communication skills to produce various materials to reach targeted audiences; ability to work both independently and within a team environment; access to a vehicle.

**Starting date:** Immediately

**Job Type:** Part-time – 25 hours/week **to cover maternity leave to May 2019**

**Working Conditions:** 25 hours per week; Flexibility required to work extended hours, including evenings and weekends, based on the needs of the organization.

**Compensation:**

- \$20/hour

**Application instructions:**

- Please submit your resume and cover letter.
- We thank all applicants for applying and will only contact those selected for an interview.

*In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and Bronte College's Accessibility Policy, accommodation will be provided in all parts of the hiring process. Applicants need to make their needs known in advance.*