

Marketing Coordinator

Employer:	The Well Ministries	Closing Date:	May 24, 2024
Posted:	4 weeks ago	Location:	Blind River
ES Job ID:	4684	Duration:	Part Time , Seasonal , Student
Sector(s):	Sales & Marketing		

Job Description:

The Well is a charity in Blind River that operates a Youth Drop-In Center, Food Stability Program, and Church, along with various community events and day camps for children. It has a coffee shop that functions as a fundraiser and a way to meet the community in a welcoming atmosphere. The Well Ministries values fun, community, leadership, service, innovation, and refinement.

We are seeking a part-time Assistant Marketer to join our team. This job is sponsored by the Government of Canada through the Canada Summer Jobs program. Applicants must be between 15-30 years old, and legally able to work in Canada. This is a great opportunity to build a portfolio for future design, communications, or marketing careers.

Responsibilities:

- Design and manage the communication strategy and content creation for The Well
- Manage all social media accounts and online platforms
- Script, shoot, and edit video/graphic content for social media, website, and in-house projects
- Collaborate with staff and volunteers to gather information for communication purposes
- Attend and record events
- Keep our website up to date.
- Produce and distribute regular newsletters and promotional materials
- Develop and implement marketing campaigns for The Well events and programs
- Assist with fundraising initiatives and campaigns
- Assist with grant writing and reporting
- Develop and maintain relationships with local media outlets, businesses, institutions, and churches.
- Help supervise the youth center, events, and coffee shop as needed.
- Other duties as assigned

Required Skills:

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- Proficiency with Adobe Creative Suite (especially Photoshop, Illustrator, Premiere Pro, and After Effects) or Similar Software
- Experience with content management systems and email marketing software (such as Mailchimp)
- Knowledge of social media management and analytics tools (such as Meta Business Suite and Google Analytics)
- Excellent writing and editing skills
- Strong attention to detail and ability to multitask
- Familiarity with grant writing and reporting is a plus
- Experience with fundraising initiatives and campaigns
- Ability to work independently and as part of a team
- Knowledge of video scripting, shooting, and editing



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- Skills in supervising youth/children
- Working in a high-end coffee shop is a plus

Requirements:

The successful candidate will have access to Adobe Creative Cloud and Canva, but having their editing software is a plus. They must be proficient in collaborating using Google Docs/Sheets.

How to Apply:

To apply, please send your resume and cover letter to Andrew Glover at aglover@thewellministries.ca

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