

## JOB POSTING

### SENIOR OFFICER, MARKETING AND COMMUNICATIONS

#### WHO WE ARE

Founded in 1986, Prosper Canada is a national charity dedicated to expanding economic opportunity for Canadians living in poverty through program and policy innovation.

As Canada's leading national champion of financial empowerment, we work with government, business, and community partners to develop and promote financial policies, programs and resources that transform lives and foster the prosperity of all Canadians.

Prosper Canada does not deliver services directly to people living on low incomes. Instead, we work with public, private and community sector partners to ensure quality financial empowerment (FE) supports (including effective policy and regulation) are available to all people living on a low income across Canada.

At Prosper Canada, we value being collaborative, human-centred, and forward-thinking. We recognize, accept, and celebrate our differences. We see power in diversity, equity, and inclusion, and believe we can help everyone thrive by being our boldest true selves. Diversity is at the core of what we do and who we support to build financial health. Our financial empowerment efforts focus on equity-seeking groups including those living on low incomes, Indigenous Peoples, members of racialized communities, and people living with disabilities.

We strive to create a culture where all feel valued, respected, and a true sense of belonging. We are looking to bring diverse perspectives that represent the lived experience, needs and challenges of equity-seeking groups. Join us in supporting and empowering everyone in Canada to prosper.

#### THE OPPORTUNITY

We currently have a full-time opening for a self-motivated, highly organized, and capable individual to work as a Senior Officer, Marketing and Communications.

Reporting to the Senior Manager, Marketing and Communications, the Senior Officer has a critical role to play in supporting the following key objectives:

- Increasing brand awareness through effective storytelling and leveraging of social media and digital media strategies to build the profile of Prosper Canada and its impact
- Growing Prosper Canada's stakeholder network through targeted communications
- Expanding the reach of Prosper Canada tools, resources, and knowledge products

- Helping to develop and implement marketing and communications strategies, processes, and policies.

## **RESPONSIBILITIES**

### **Lead**

- Develop and implement the social media strategies, initiatives and partnerships where necessary to advance organization marketing and communication strategies and plans
- Create and maintain website content that attracts attention, generates engagement, and is easily shared with social networks
- Lead editorial planning, coordinate, and help develop content, and manage dissemination of the organization's e-newsletter (five times per year)
- Responsible for managing and posting on the Prosper Canada You Tube channel
- Maintain and update website content

### **Support M&C team**

- Help develop and execute marketing and communications plans that increase of Prosper Canada projects, resources, tools, and publications
- Assist marketing and communications team in developing and implementing a communications strategy designed to further organization objectives
- Write content suitable for a range of platforms and publications, including newsletter articles, blogs, social media posts, internal reports, website content, and media releases
- Support operations planning – development of team objectives and key results
- Coordinate graphic design activities
- Help coordinate production of organization's annual impact report
- Support marketing and communications KPI measurement, analysis, and reporting using Google Analytics, Sprout Social and other metrics
- Help ensure that all Prosper Canada communications materials adheres to brand standards
- Help coordinate media outreach and ad buys
- Work with contractors/suppliers (e.g. graphic design, translation, videography) to ensure projects are completed successfully on schedule and on budget
- Support quarterly Marketing and Communications reporting to the Board of Directors and funder reporting as needed

### **Support business development efforts**

- Work with Business Development Team to produce supporting marketing and communication products for prospect engagement and funder/donor stewardship
- Ensure funders/donors and partners receive appropriate recognition.

### **Support other Prosper Canada teams**

- Help copy edit research and project reports, policy submissions, curriculum, PowerPoint presentations, and marketing collateral
- Provide webinar support (e.g. promotion, Q&A, Survey set-up, post email)
- Help coordinate and promote events, conferences, webinars, and other stakeholder engagement activities

## **QUALIFICATIONS**

- Post-secondary degree, certificate, or diploma in a relevant discipline, or equivalent in work experience
- Minimum of five years' experience in communications, marketing, or a related discipline, preferably in a non-profit environment
- Experience in marketing and communications planning, project management and implementation
- Advanced knowledge of social media advertising platforms
- Experience tracking, measuring, and analysing marketing and communications activities using analytic tools
- Experience in storytelling and writing engaging content for a range of platforms and publications (e.g. newsletters, blogs, news articles, reports, etc.) to convey impact
- Experience coordinating suppliers, including creative agencies, printers, writers, videographers, and event planners.

## **QUALITIES AND SKILLS**

- Proven skills in developing strategies to increase social media followers, creating and overseeing social campaigns, producing content, reviewing analytics
- Ability to understand the strategy and goals of the organization and translate them into compelling and effective communications
- Superior written and verbal communication skills
- Strong organizational skills, including a disciplined approach to project planning and execution with exceptional attention to accuracy and detail
- Proven ability to multi-task and to manage a range of projects with conflicting priorities and deadlines
- Ability to work well independently with minimal supervision
- Ability to work collaboratively and build relationships with staff across teams
- Experience with working with a range of technology platforms (e.g., MailChimp, Sprout Social, Basecamp)
- Ability to update website content (experience with Kentico platform a plus)
- Proficiency in Adobe design suite – InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver an asset
- Ability to work with images and video files an asset.

**Prosper Canada also values/welcomes:**

- Applicants from racialized groups including, black, Indigenous, and people of colour
- Applicants of all gender expressions and sexual orientations, including queer, trans, and two-spirit people
- Your personal experience of living on a low income, being a newcomer, or living with a disability and the insights and perspectives this would bring to your work
- Your understanding of the concepts of institutional and structural racism and bias and their impact on underserved and under-represented communities
- Experience working in financial empowerment, and/or subject matter expertise in any of the following content areas: basic financial literacy, social assistance, benefits and entitlements, budgeting and saving, investor education, and consumer protection
- Training and/or experience writing and adapting materials for audiences such as: people living on low-incomes, Indigenous Peoples, people with disabilities, and newcomers.

We encourage candidates from equity-seeking groups to self-identify in their cover letters and are committed to accommodations for all candidates and staff with temporary or permanent disabilities.

**COMPENSATION**

The salary range for this position is **\$65,000-70,000** and, upon successful completion of a probationary period, will be accompanied by group medical and dental benefits, an Employee Assistance Program, employer RRSP contribution, 15 paid vacation days in the first year of employment and time off from Christmas eve through New Year’s Day when our office closes, and professional development opportunities.

**APPLICATION DETAILS**

- Application deadline:** Open until filled
- Start date:** September 5, 2022
- Job location:** 60 St. Clair Avenue E., Toronto

Currently, our staff are working from home until health protocols allow for a safe return to the office with appropriate health and safety measures. We value in-person connection but expect many staff will want to blend in-office and remote work going forward. We look forward to discussing hybrid options with potential candidates.

**Travel:** This position requires very minimal travel (e.g. to our biennial conference).

**How to apply:** Please email the following to [info@prospercanada.org](mailto:info@prospercanada.org), subject line "Application for Senior Officer, Marketing and Communications:"

- Cover letter
- Resume
- 2-3 samples of work (social media, digital, copy writing)

We thank all applicants for their interest, however, only those selected for an interview will be contacted. Interviews with candidates will be conducted virtually. If you require any accommodations to have a successful interview, please let us know.