



Ivan Franko Homes

Job Posting

Department: Administration

Position: Communications & Marketing Specialist

Status: Full-Time

Ivan Franko Homes is seeking a Communications and Marketing Specialist to join our team. Reporting to the Chief Executive Officer, the Communications and Marketing Specialist will oversee online and offline communication efforts to enhance brand awareness.

Responsibilities:

- Develop and distribute brochures, reports, newsletters, and other materials across online and offline channels.
- Plan interviews and press conferences.
- Produce marketing copy for our website.
- Track the ROI of marketing campaigns.
- Monitor Ivan Franko Homes's website and social media pages and address clients' queries.
- Oversee vision and messaging on all forms of social media (Facebook, Instagram, Twitter, etc.) to enhance IFH's online profile.
- Build positive reputational and brand awareness for both IFH internal and external stakeholders based on the organization's unique value proposition.
- Attend relevant events and activities to represent IFH and build strong relationships with key community members.
- Liaise with External Consultants and help where required with workshops, meetings, ceremonies, and other events for publicity, fundraising and information purposes.
- Other duties as assigned within the scope of skills and related responsibilities.

Qualifications:

- Bachelor's in Marketing, Communications, Public Relations, or a relevant field.
- Excellent verbal and written communication skills.
- Experience with marketing campaigns on social media.
- Proficiency in MS Office, Canva and Mailchimp.
- Knowledge of Salesforce is an asset.
- Hands-on experience with web content management tools.
- Proven work experience in a communications, marketing or similar role.

If you are interested in joining our team, please send your resume and cover letter to
olena.tomchuk@ivanfrankohomes.com