



PEGCITY STEPPERS

Job Description



Marketing and Communications Manager

Position Title: Marketing and Communications Manager (1 Position)

Location: Remote

Commitment: 20 hours per month

Term: 1 Year

Reports To: Executive Director / Board of Directors

Compensation: Voluntary

Business need

As a growing non-profit, we are seeking a **Marketing and Communications Manager** to help amplify our message, engage with our community, and grow our reach.

What you need to know about the team

Pegcity Steppers is a community-focused, non-profit organization dedicated to promoting physical wellness, mental well-being, and community engagement through running, walking and fitness. We offer programs and events designed to bring people together, build healthy habits, and support a welcoming and inclusive environment. Pegcity Steppers is in its 5th year of operation and seeking to expand our reach and services offered.

About the job

Essence of the role:

We are looking for a Marketing and Communications Manager who will play a key role in helping to expand the visibility of the club and increase community engagement. This is a voluntary position requiring a commitment of 20 hours per month for a one-year term.

Examples of projects candidate will be working on:

You will work closely with the Executive Director, Board of Directors, and volunteers to develop and implement marketing and communication strategies that support our mission, events, and programs.

Impact of the role to the organization's collective success

The ideal candidate will be passionate about health and wellness, possess strong communication skills, and have experience in marketing and social media management.

| Roles and responsibilities | Skills and experience |
|---|--|
| <p>1. Marketing Strategy and Planning:</p> <ul style="list-style-type: none"> ● Develop and implement a comprehensive marketing strategy to promote the organization's programs, events, and overall mission. ● Create monthly content calendars for social media, newsletters, and email campaigns to ensure consistent and engaging outreach. ● Assist with the promotion of fundraising efforts, special events, and community engagement initiatives. <p>2. Content Creation:</p> <ul style="list-style-type: none"> ● Design and create engaging content for digital platforms including social media posts, email newsletters, blog posts, and promotional materials. ● Produce visual content (graphics, videos, photos) when necessary to support marketing initiatives. <p>3. Social Media Management:</p> <ul style="list-style-type: none"> ● Manage and grow the organization's social media presence across platforms (Facebook, Instagram, LinkedIn, etc.). ● Monitor engagement, respond to comments and messages, and build an online community. ● Create and schedule regular posts to increase awareness of programs, events, and success stories. ● Work with the team to ensure that online content reflects the organization's branding and values. <p>5. Community and Media Relations:</p> <ul style="list-style-type: none"> ● Build relationships with local media outlets to secure coverage of events and initiatives. | <p>Required:</p> <ul style="list-style-type: none"> ● Proven experience in marketing, communications, or social media management (minimum of 2 years preferred). ● Strong writing, editing, and content creation skills. ● Familiarity with social media platforms (Facebook, Instagram, LinkedIn) and experience in managing them for a non-profit or community-focused organization. ● Ability to design basic visual content using tools like Canva or Adobe Creative Suite (optional but preferred). ● Experience with email marketing platforms (e.g., Mailchimp, Constant Contact) and basic knowledge of website content management (e.g., WordPress). ● Strong organizational and time-management skills, with the ability to work independently and manage multiple tasks effectively. ● Excellent communication and interpersonal skills, with the ability to work collaboratively in a team environment. ● Passion for promoting health, wellness, and community-building. |

- Draft press releases, media kits, and other materials as needed to promote events or significant club milestones.

6. Reporting and Evaluation:

- Track and report on the effectiveness of marketing and communications efforts (e.g., social media engagement, website traffic, event attendance).
- Provide recommendations for improvements based on analysis of marketing performance.

7. Event Promotion and Support:

- Assist in promoting and supporting key events, including races, group runs, fundraisers, and wellness initiatives.
- Help coordinate event promotions through flyers, email campaigns, and social media posts.

Benefits

- 1 Pegcity Steppers Board Member T-Shirt
- Entry to 1 race of your choice within the term of service under or up to a \$70 Value.
- The opportunity to make a tangible impact on the health and wellness of the community in Winnipeg.
- Build your professional portfolio with hands-on experience in marketing and communications for a non-profit organization.
- Work in a flexible, supportive environment, with the ability to make a meaningful contribution to an active, vibrant community.
- Networking opportunities with other community leaders, local businesses, and media outlets.

Expression of Interest

If you are interested in serving in this role for a 1-year term, please apply using the following link [Volunteer Opportunities | Pegcity Steppers](#).