

Employment Opportunity

Job Title: Marketing Coordinator Job Posting # Marketing Coordinator-070-2023	Date Posted: May 10, 2023	Reports to: Director of Operations Position Type: Full Time (2 positions)
	Date Closed: August 18, 2023	

About Organization:

Connecting Dots Foundation Canada is a pioneer community-based not-for-profit organization providing quality initiatives and services to professionals, the community, parents and children. provides early intervention and school-aged programs for children aged 0-12 years with a disability or developmental delay, and their families. We also provide programs and resources that help you and your organization rise to the task and excel while carrying it out. We accept referrals for children aged 0-12 years.

About the Program:

At Connecting Dots Foundation, we aim to foster a lifelong love for learning in the children in our care. The renowned Reggio Emilia philosophy supports this goal, offering children an opportunity to learn through play and exploration, developing valuable skills in the cognitive, social-emotional, fine and soft motor areas with the environment as their third teacher. Despite the amazing benefit and tangible impact incorporating this philosophy into children's programming can have on a child's development, the philosophy is far too often misunderstood or misused.

At Connecting Dots Foundation, we recognize that to have successful inclusive environments we need to create opportunities for inclusion. Connecting Dots Foundation is committed to supporting inclusion by providing information, advice and training. Support can promote inclusion and can help children and families to be ready to share and thrive in everyday and community life. Connecting Dots Foundation has been involved in a number of collaborative community projects to promote community inclusion in key areas including sport, in the early childhood/school setting, with playgrounds and community events and activities. We work in partnership with community groups, schools and councils to achieve this.

Position Description:

- Act as spokesperson for an organization
- Answer written and oral inquiries.
- Assist in the preparation of brochures, reports, newsletters and other material.
- Co-ordinate special publicity events and promotions
- Conduct public opinion and attitude surveys.
- Develop and organize workshops, meetings, ceremonies and other events for publicity, fundraising and information purposes.
- Develop, implement and evaluate communication strategies and programs.
- Gather, research and prepare communications material.
- Initiate and maintain contact with the media.
- Prepare or oversee preparation of reports, briefs, bibliographies, speeches, presentations, Website content and press releases.

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- Respond to enquiries from members of the business community concerning development opportunities.
- Perform administrative tasks.
- Develop policies.
- Develop and implement business plans.
- Deliver presentations at conferences, workshops or symposia.
- Conduct surveys and analyze data on the buying habits and preferences of wholesale and retail consumers.
- Conduct social or economic surveys on local, regional, or international areas to assess development of potential and future trends.
- Conduct analytical marketing studies.
- Develop marketing strategies.
- Conduct online marketing, E-commerce and Website promotions.
- Develop portfolio of marketing materials

Qualifications and Skills:

- College, CEGEP or other non-university certificate or diploma from a program of 3 months to less than 1 year
- Clear criminal record check is required.
- Character references in respect of the person are required.
- A record of the person's work history/resume is required.
- Copies of any diplomas, certificates or other evidence of training and skills are required.
- Evidence that the person has complied with the Province's immunization

Organizational Responsibilities:

- Actively contribute to the mission, vision and values of Connecting Dots Foundation.
- Follow the organizational Code of Ethics and professional standards of your certification and your position in the organization.
- Adhere to the policies and procedures of your program(s) and organization.
- Perform the duties outlined in this job description.
- Contribute in a positive way to the overall success of the program and organization.
- Participate in the establishment of program goals and objectives and set service priorities based on it.
- Demonstrate a positive and professional attitude when representing the organization in the community.
- To follow the direction of the Joint Health, Safety & Wellness Committee in compliance with the Occupational Health and Safety Act (OHSA)

Hours: Full time, 37.5 hours per week
(Some evenings are required)

Salary: \$33.85

Position to commence: May 2023

Please submit your resume to the Hiring Committee at info@connectingdotsfoundation.com

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Please add **Job Posting # Marketing Coodinator-070-2023** to the email subject line and cover letter.

Connecting Dots Foundation Canada offers an attractive and rewarding work environment. We appreciate all applicants' interest, but only those under consideration will be contacted for an interview.