

Job Description – JEM Workshop

Job Title: Marketing & Development Coordinator	Employee:
Reports To: Executive Director	Location: Montreal

Job Purpose:

Responsible for coordinating all digital and traditional marketing and communications for JEM Workshop as well as providing supporting efforts related to financial resource development and the increase of donation revenues.

Duties & Responsibilities:

Marketing portfolio:

- Assist in creating annual communications strategy, advertising campaigns and associated assets for JEM;
- Oversee and create copy, content and design for digital and print communications;
- Oversee JEM's digital communications strategy and social media channels;
- Propose communications strategies aimed at increasing awareness of JEM's offerings, targeting diverse stakeholder audiences, and including current trends in the domain of Adapted Enterprise;
- Coordinate outsourced marketing services (graphic design, translation, print, etc.);
- Coordinate development of a new website, and liaise between web team and internal stakeholders;
- Engage in public relations activities on behalf of JEM, where required, including leading tours, participating in network round tables, as required, with other industry professionals;
- Engage in community outreach activities and coordinate group and individual tours;
- With the ED, co-staff a committee of volunteers who drive the mar-comm agenda;
- Collaborate with internal teams to access content and testimonials.

Development portfolio:

- Support all efforts related to the annual fundraising strategy for JEM;
- Help to coordinate fundraising campaigns, donor cultivation, and stewardship plans;
- Participate in developing donor recognition strategies for various donor segments including long time givers, planned gifts, one-time donors, new donors, etc.
- Support the ED in the development/implementation of donor recognition plan;
- Support the Administrative Assistant with donor lists, mailings and installations;

- Coordinate marketing plan for the annual Fundraising campaign and propose strategies aimed at increasing donations, including the creation of materials for donor relations, sponsorship and stewardship;
- Support the planning, coordination and execution of all fundraising initiatives;
- Research potential funding sources (sponsorship, grants and impact partnership);
- With the ED, co-staff a committee of volunteers who drive the Fundraising strategy;
- Plan, coordinate and implement social activities throughout the year.

Skills & Qualifications:

- Advanced knowledge of programs in the Microsoft Office Suite
- Knowledge of web tools such as MailChimp, Google Analytics and Canva are assets
- Superior interpersonal and communication skills and proven ability to communicate effectively (verbal and written) in French and English
- Ability to be creative and innovative
- Project management, time management, scheduling and coordinating schedules
- Ability to manage multiple priorities enhanced by strong problem-solving capabilities

Experience :

- Minimum 3 years experience in marketing and communications
- Working with cross functional teams
- Experience in not-for-profit in the fundraising milieu is an asset
- Experience with digital outreach platforms, fundraising software or donor management software is an asset
- Knowledge of the field of disability employment is a priority
- Experience working in, or knowledge of, the Jewish Community is an asset

Education:

- University degree with a focus on Marketing or Communications, or a relevant field of study

Approved By:

Date: