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**Marketing and Communications Coordinator**

Reporting to CMHA-NL’s Chief Executive Officer, this position is responsible for all marketing and communications for CMHA-NL. In addition, the position also assists with the various fundraising and awareness events throughout the year. The successful candidate must be able to work a flexible schedule which may include some evenings and weekends.

**Principle Responsibilities**

* Maintain the public social media channels for CMHA-NL (Facebook, Twitter, Instagram, LinkedIn). Duties include: design, writing, tagging, monitoring, engaging.
* Maintain the CMHA-NL website (WordPress CMS), including regular content management, technical issue management with vendor, events and training updates, news article writing and dissemination, etc.
* Produce and/or manage the development of brochures, handouts, flyers, and other informational/promotional materials for all program areas
* Strategize and develop in collaboration with the CEO and Communications Committee, a yearly Marketing and Communications Plan for the organization
* Builds and manages relationships with local media, and while proactively promoting positive stories and conducting media monitoring and analysis.
* Provide support for specific fund-raising events, including the annual Tickle Swim
* Ensure that CMHA-NL is familiar with and employing current communication/ promotion tools and technology (i.e. social media, social marketing) to maximize fundraising returns
* Work closely with the Fund Development Coordinator to plan and implement fundraising initiatives and market/communicate effectively
* Work closely with Facilitators to ensure proper and timely promotion and registration for trainings, webinars, and presentations
* Provide regular reports and updates to the C.E.O. and Board
* Provide brand management for both CMHA-NL as well as national CMHA materials
* Ensure proper, positive, and regular stakeholder relations

**Skill Based Competencies/Education**

* Minimum 3 years’ experience
* Proven work experience in developing marketing and communication plans
* Proven ability identifying key, measurable marketing and communications targets to support the organizations strategic plan
* Ability to work as part of a team
* Ability to work with volunteers
* Proven ability to develop and maintain positive relationships
* Excellent oral communication skills, including presentations and public speaking
* Excellent written communication and marketing skills
* Knowledgeable and experienced with community-based, non-profit, client services-based organizations.
* Knowledgeable of and experienced in working with major social media platforms and management tools (e.g. Hootsuite), and other communication/marketing tools including (e.g. WordPress, MailChimp, Eventbrite, Canva, etc.)
* Sound working knowledge of MS Office software applications and donor management databases/software (e.g. Blackbaud)
* Detail oriented with a passion for quality
* Graphic design experience would be an asset
* Post-secondary education and/or professional certification in a related field (e.g. communications, marketing) would be an asset, or a combination of education and experience.

*\*Use of personal vehicle may be required to attend meetings, events, photo opportunities, etc.\**

This position is located in St. John’s, NL. CMHA-NL offers a competitive salary and benefits package. **The closing date for applications is September 9th, 2022.**

We thank all applicants who apply, however only those selected for an interview will be contacted.

Please forward cover letter and resume through email with subject line **“Marketing”** to: Bernice Haley, Office Manager

Canadian Mental Health Association, NL

603 Topsail Road

St. John’s, NL, A1E 2E1

Email: [bhaley@cmhanl.ca](mailto:bhaley@cmhanl.ca)