



Marketing and Communications Coordinator

Opportunity

True Patriot Love Foundation is national charity that is changing the lives of military and Veteran families across Canada. By funding programs that support mental health, physical rehabilitation, transition to life after service, and the unique needs of children and families, we have helped 25,000 military and Veteran families in need over the past decade. And there's still so much more to do.

As a growing foundation on the verge of significant expansion, we are looking for a Marketing & Communications Coordinator to help develop and execute compelling marketing and communications initiatives that will bring our mandate to life for donors, prospects and Canadians at large.

As the ideal candidate, you're a project-management superstar with experience managing marketing campaigns and communications projects, preferably in the digital space. You can juggle multiple tasks at once with ease, while also bringing to the table ideas and insights that will drive our organization forward. You also thrive in an ever-changing environment and will bring passion, positivity and a high-performance mentality to the role.

Responsibilities:

- **Marketing campaign execution:** working with agency partners and vendors to plan and execute online and offline marketing campaigns
- **Social media management:** managing True Patriot Love's social media channels (Facebook, Instagram, Twitter, LinkedIn, YouTube) including development of monthly content calendars, engaging with donors and prospects within each platform, improving effectiveness and providing regular reporting and analysis
- **Website content development and management:** optimizing the website experience, keeping content fresh and on-brand, and providing regular reporting on website analytics
- **CRM and donor communication:** execution of donor communication campaigns utilizing email marketing and direct mail, and developing donor communication content including newsletters, events material, annual reports, etc.
- **Media relations support:** supporting media outreach, writing press releases and coordinating spokespeople

Skills and requirements:

- Completion of a post-secondary degree in Marketing, Communications, Advertising, or a related field
- Minimum 2 years' experience in a marketing or communications role, ideally managing digital marketing, email and/or direct marketing campaigns

STRONGER MILITARY FAMILIES



- Proven understanding of all social media platforms and trends, as well as the tools used in social media metrics
- Strong analytical skills, with experience in tracking and reporting metrics
- Excellent communications skills and a solid writer with the ability to convey a compelling story
- Ability to work in a fast-paced, entrepreneurial culture and work independently to meet established goals and deadlines
- Highly organized with the ability to multi-task while having a keen attention to detail
- Adaptable and collaborative with strong relationship-building skills
- Experience with Wordpress, Google Analytics, Salesforce, Pardot, Raiser's Edge and Raisin is an asset

Fluency in French (verbal and written) and military experience is a plus.

To apply for this role, please submit a cover letter and resume to hr@truepatriotlove.com by February 5, 2019 indicating "Marketing and Communications Coordinator" in the email subject line.

To be considered for the opportunity, candidates must answer the following three questions in their cover letter:

1. What is your salary expectation?
2. What has been your biggest achievement in your marketing/communications career to date?
3. What is it about the True Patriot Love Foundation that you are most passionate about?

STRONGER MILITARY FAMILIES