

JOB POSTING: SENIOR COORDINATOR, MARKETING AND COMMUNITY GIVING

I. ABOUT TRUE PATRIOT LOVE

True Patriot Love is Canada's Foundation for the military community, working to support military members, Veterans, and their families at every stage of their journey. By working as a trusted partner with local charities, social enterprises, the Canadian Armed Forces and the federal and provincial governments, True Patriot Love advocates for the needs of military members and Veterans and ensures resources are directed where they are needed most.

True Patriot Love works closely with sector partners to support the evolving needs of servicemembers in Regular Force, on Reserve, and in transitioning to civilian life and as Veterans. This work centers around four key pillars:

1. Supporting **stronger military families**, as spouses, caregivers, children, and youth are called upon to make profound sacrifices along with their loved ones;
2. Prioritizing **well-being**, by investing in mental health and transition programs amongst others;
3. Improving the **rehabilitation and recovery** journey through the power of sport, expeditions, and community-based programming; and,
4. Providing resources to organizations that foster **connection with communities**, whether it be through mentorship, volunteerism, or advocacy.

II. POSITION SUMMARY

Reporting to the Senior Director, Brand Strategy and Communications, the Senior Coordinator, Marketing and Community Giving will play a key role in sharing the story of True Patriot Love with donors, partners, volunteers, the military community and the Canadian public. This position will also play a key role in developing and growing the community giving program, including direct mail and digital marketing, community events and in memory and in honour program.

The Senior Coordinator, Marketing and Community Giving is a full-time position that will work either in a hybrid capacity both at True Patriot Love's Toronto-based office and remotely, or fully remotely if located outside of the Greater Toronto Area, with occasional visits to the office. As a representative of the Foundation, this role may require travel domestically across Canada, once or twice a year.

III. KEY AREAS OF RESPONSIBILITY

Responsibility #1. Marketing and Communications (50% of time)

1. Social Media
 - Creates and manages annual editorial and social media calendar for the organization, including custom posting strategy for social media, e-newsletter distribution and fundraising support.
 - Develops and manages True Patriot Love's existing social media channels, with a focus on audience growth and engagement.
 - Keeps up to date on trends and developing opportunities for the organization.
2. Digital Marketing
 - Acts as lead for organization website, including managing day to day content updates, optimizing the website experience, keeping content fresh and on-brand, and providing regular reporting on website analytics.
 - Develops and builds out e-newsletters and e-appeals in Pardot, including event specific emails.
3. Marketing Materials
 - Assists in creating and coordinating the advertising schedule, creative development and execution of the video, print, radio and digital advertising for our annual public campaigns.
 - Leads on creation of event marketing materials to support signature True Patriot Love events.
 - Works closely with program colleagues to develop awareness plans for open grant cycles.

Responsibility #2. Community Giving (50% of time)

1. Community Events
 - Actively identifies, cultivates, solicits, and stewards community events in support of True Patriot Love.
 - Identifies opportunities for collaborating with community event organizers to help enhance their events.
 - Develops "events in a box" to provide community event organizers with turnkey opportunities to support True Patriot Love.
 - Responds in a timely manner to inquiries about community events and provides guidance to the organizers.
 2. Direct and Digital Marketing
 - Assists in the execution of various integrated annual giving campaign activations using direct mail, digital marketing, and other tactics to support donor retention and growth.
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- Coordinates direct and digital marketing campaigns in partnership with external vendors from concept to mailbox, including sourcing beneficiary stories.
- Participates in stewarding direct mail donors using customized approaches consistent with the overall Foundation's stewardship plan.
- Collaborates with database management colleagues, to oversee data management needs for the Community Giving portfolio.
- Develops and executes the in memory, tribute and gifts made in honour program.
- Supports monthly giving program, as needed.

IV. EXPERIENCE AND COMPETENCIES

1. Completion of a post-secondary degree in Marketing, Communications, Fundraising or a related field OR minimum 2 years' experience in a marketing or communications role, with experience in digital marketing and fundraising.
2. Experience in software applications for word-processing, web content management, video production, publishing and design (e.g., WordPress, Premiere, Illustrator, Photoshop).
3. Ability to translate content for multiple audiences, and to analyze and concisely summarize information.
4. Experience with a variety of media and digital platforms (e.g., YouTube, Twitter, Facebook, Instagram), and tools such as Hootsuite and Buffer.
5. Experience in email marketing software and CRM (Salesforce and Pardot).
6. Demonstrated strong client/ customer service orientation with the ability to understand and respond to various expectations from diverse stakeholders.
7. Ability to manage multiple projects with various timelines and handle competing and changing priorities.
8. Flexibility to attend evening and weekend events on occasion.
9. Passion or understanding of the Canadian military, and fluency in French (verbal and written) are assets.
10. True Patriot Love encourages growth and curiosity in our team members. If you have some of these qualities and are excited about this opportunity, then we want to hear from you.

True Patriot Love thanks all applicants for their interest; however, only those under consideration for the role will be contacted. True Patriot Love encourages applications from all qualified candidates, including those who identify as Indigenous, Black, and racialized, people of all gender identities and sexual orientations, and persons with disabilities. Please advise in advance if you require any accommodation during the application or selection process.

Interested applicants should visit our website at www.truepatriotlove.com.

E-mail applications preferred. No phone calls, please.

Salary Range: \$55,000 - \$60,000/ year

Deadline for applications: Monday, February 6, 2023, at 5:00PM EST

Submit applications including a cover letter and resume to: hr@truepatriotlove.com

NOTE: To reduce the number of "spam" responses to this posting, respondents must include the following text in the subject line of your e-mail: "Marketing Senior Coordinator."