



## **JOB DESCRIPTION**

**Position Title: Digital Marketing & Communications Coordinator**

**Term: Fixed-term contract (24 months)**

**Hours per week: 16-20 Hrs/wk**

**Rate of Pay: \$24.04 - \$26.44/hour**

### **Company Overview**

Friends of Wye Marsh is a registered charity and incorporated not-for-profit responsible for managing the operations of the Wye Marsh Wildlife Centre. The Wye Marsh Wildlife Centre is located on approximately 3,000 acres comprised of National Wildlife Area (NWA) and provincial crown land including environmentally significant wetlands and woodlands in Tay Township, in the Heart of Georgian Bay. We offer education, outdoor recreation opportunities, one-of-a-kind animal encounters, and the opportunity for visitors to explore kilometers of nature trails.

### **Position Overview**

The Digital Marketing & Communications Coordinator is responsible for engaging the public in all things Wye Marsh. As the Digital Marketing and Communications Coordinator, your primary job is connecting with people. The Wye Marsh offers diverse programs and activities, incredible children's camps, educational and engaging school and group programs, and endless ways to get involved – it will be your job to give our audiences a glimpse into those things, and make them want to be part of it. The successful candidate will be a strong story teller, understand how to effectively use social media and email as marketing tools, and have experience creating engaging content. Lastly, this person will function as part of a team, and be ready to work with others to bring our mission to life for our thousands of annual visitors.

### **Responsibilities**

#### **Portfolio-Specific Responsibilities**

- Develop and distribute the public-facing external communications of Friends of Wye Marsh, including all activity via e-blasts, social media marketing, media releases, and others
- Develop and deliver engaging social media content
- Respond to, and engage with audience members as required, ensuring online inquiries are properly addressed
- Manage existing social media accounts, and adopt new channels as needed based on industry norms and audience expectations
- Create, and maintain social media and email content calendars, collaborating with team members to ensure various department needs are being appropriately balanced.
- Manage online ad campaigns for the purpose of growing Friends of Wye Marsh initiatives, including fundraising, camps, membership sales, programs and events, general visitation, and others
- Develop, continually evaluate, and adapt as needed the Wye Marsh marketing and communications plan in a manner that furthers the Friends of Wye Marsh mission
- Create posters, event flyers, and other print material for the purpose of promoting Friends of Wye Marsh initiatives or sharing information
- Design interpretive signs for placement throughout the Wye Marsh visitors' center and trails

#### **General Operations**



**WYE MARSH**  
*Escape . . . Explore . . . Experience*

- Attend regular staff meetings and work together to problem solve individual or group issues;
- Participate in the delivery of events and activities as required by the operating needs of the organization
- Provide support as needed to other functional areas to ensure an optimal customer serve experience is delivered to all patrons of the Wye Marsh
- Keep records and follow systems in accordance with Wye Marsh policies and procedures;
- Ensure health and safety policies and procedures are always upheld;
- Support the Wye Marsh mission statement and objectives.
- Additional reasonable duties as assigned in alignment with fulfilment of the Wye Marsh mission and vision

**Qualifications:**

- Ability to legally work in Canada
- 2+ years of related work experience in digital marketing and communications, preferably within a non-profit, customer-facing/service delivery setting.
- Proficiency in Adobe Illustrator, InDesign, Photoshop, Microsoft Outlook, Canva
- Experience using Meta Business Suite for social media ad management
- Expertise in graphic design, and experience with print/publication layouts
- Post-secondary education in a related field is considered an asset
- Ability to provide a clean vulnerable sectors clearance