

Job Profile

Job title	<i>Communications & Marketing Coordinator</i>
Reports to	<i>HR & Employee Engagement Manager</i>
Department	<i>Administration</i>
Profile ID	<i>SIA003</i>

Who WE are?

The Saskatchewan Intercultural Association (SIA) is a social impact organization and was originally established in 1964 with culture at the core of its programs and services. SIA's employment programs are for Newcomers and Indigenous people with the objective of helping them learn about workplace culture and expectations while supporting them find employment. SIA's settlement programs support Newcomers to learn English, develop local life skills, and understand Canadian society so they can integrate more fully into the local community. The agency's intercultural programs provide opportunities for everyone to learn through heritage language training, cultural dance and performance, and intercultural and anti-racist education. Let's just say we are extremely passionate about **CULTURE** and we are also a Great Place to Work.

Who YOU are?

As the Marketing and Communications Coordinator and a part of the Administrative team, you are an integral part of the SIA team and bring your passion for supporting team members and facilitating and providing career development to our clients. You will support Newcomers learn and develop their employability skills. You will work with a team of very creative and purpose driven individuals from all nations and act on SIA values of **Respect, Compassion, Trust, Inclusion and Kinship**.

What do WE offer?

At SIA, we are all about people and culture. We are truly a team in every sense: we trust one another and support each other towards a common goal. Every day through our programs we make a real difference to real people. By joining our team, you will be surrounded by highly motivated and passionate people. You will always be learning and improving in our consistently fun, safe, inclusive and a challenging environment. We will have your back so you can deliver results and do amazing work for Newcomers and Indigenous people.

How will YOU-WE work?

Everyone's safety and welfare are our key priorities and we are utilizing all kinds of alternative methods in delivering our programming. SIA is a supportive and flexible employer that works with you to make sure you have the best environment to do your work. This position serves Saskatoon and surrounding area so there will be online and in person requirements.

If you are the right candidate who is passionate, have the right skills and can adapt quickly to any situation, please review further details on the position.

Job Purpose

This position's primary responsibility is to support management with the planning, executing, and tracking of all SIA marketing initiatives. This includes developing and maintaining online content; stakeholder and vendor relationships; promoting specific programs; and increasing the brand's public awareness.

Position Details

Hours

37.5 hours per week

Salary

\$55,000-\$60,000 per year

Contract Length

May 1st, 2024 – March 31st, 2025 (with possibility of extension)

Deadline to Apply

Friday April 19th, 2024

Duties and Responsibilities

Communication Fostering & Marketing Coordination

- Support management in the preparation and execution of all aspects of SIA's Media and Public Relations including meeting media contacts, key messages, advisories, news releases, commentaries, and stories.
- Develop a strong and dynamic public presence for the organization.
- Support management in the preparation and execution of SIA's print material including posters, brochures, activity reports and other organizational material.
- Ensure all communications, media and marketing expenditures fall within authorized budget parameters.
- Research other nonprofit agencies and trends in anti-racism and racial equity campaigning to keep the organization at a competitive position.
- Participate on committees to support marketing, communications and promotion of the organization's mission and vision.
- Provide marketing and communications support during the planning and coordinating of events and fundraisers.
- Other duties as assigned by management.

Online Engagement & Coordination

- Assist with adding updates and information on the SIA's website and social media sites by consulting with management and program coordinators.
- Share, like, post, and tweet on social media to stay active and connected to other community groups using social media.
- Promote the Organizations' events and initiatives online.
- Communicate with other agencies in order to advertise programs and events.

- Monitor and respond to social media audience, ensuring a proper online reviews and comments management.
- Foster timely and shareable content to increase friends, fans, and followers.
- Build relationships with key social media influencers in our market.
- Share participants comments during the programs and highlight success stories.
- Make website changes where possible: photo changes, events updates, forms, etc.

Agency Related Duties

- Actively participate in Agency staff meetings by bringing forward issues for discussion and sharing program information
- Attend meetings and be a contributing member of any committees deemed appropriate by management.
- Request timely updates, relevant posts, or any important information from programs staff that would positively contribute to the Agency's website and/or social media sites.
- Contribute to the planning and organizing of Agency initiatives or events when needed and promote to all contacts and partners when asked.
- Participate actively as an Agency representative in collaborative partner networks and in related community activities when requested by management.

Qualifications

Education

- Post-secondary certificate, diploma or degree in one of the following areas: Communications, Business, Sociology, Marketing, or Design

Experience

- Minimum 2 years' experience in a marketing and communications role

Knowledge, Skills and Abilities

- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Strong writing, communication, networking and presentation skills
- Skilled in using graphic design software and online marketing tools.
- Knowledge and appreciation of contemporary issues related to equity, such as intercultural understanding, inclusion, anti-racism, Indigenous cultural safety, human rights, language rights and cultural retention.
- Strong typing and computer skills with the ability to use Microsoft Office Suite and Photoshop
- Ability to work effectively in a culturally diverse environment.
- Excellent interpersonal and client-service skills
- Ability to effectively use social media advertising: Facebook, Instagram, Twitter, LinkedIn, etc.
- Strong organizational skills, ability to prioritize tasks and work as a team member.
- Ability to multi-task and meet multiple deadlines.
- Must be self-directed and able to complete projects with limited supervision.

Requirement of Employment

- Criminal record check
- Access to high-speed internet at home

Direct Reports

None

Benchmark

NOC: 1123

Approved by:	
Date approved:	
Reviewed:	