

## POSITION DESCRIPTION

<b>Title:</b>	<b>Marketing &amp; Community Engagement Manager</b>
<b>Reports to:</b>	Executive Director
<b>Direct staff reports:</b>	N/A
<b>Hours:</b>	40 hours/week <ul style="list-style-type: none"><li>• Flexible hours Monday to Friday as evening and weekend work will be regularly required to accommodate community meetings.</li></ul>
<b>Position duration:</b>	24-month contract
<b>Start date:</b>	January, 2024

The Cancer Assistance Program (CAP) is a community-based not-for-profit organization that provides free services for individuals affected by cancer, living in Hamilton and surrounding communities. CAP provides practical and essential services that help cancer clients live at home while navigating their cancer journey.

The values which guide CAP's volunteers and staff, in their day-to-day efforts, are compassion, respect, integrity, equity and collaboration. The staff team works along-side of an expansive group of volunteers who are directly involved in the delivery of CAP's valuable and FREE services.

We are currently seeking a dynamic individual to develop and execute the marketing and communications strategy and to generate broader community awareness and engagement. Key functions for this position include written communications including a rebranding of all corporate and fundraising promotional material, utilization of social, digital, and traditional media, public relations, website management, and graphic design. This position develops and implements communication activities that engage and solicit feedback from the community CAP serves, enhances awareness of our services and is responsible for ensuring a consistent brand and message in all CAP's communication materials. This position reports to the Executive Director, while at the same time supporting the Volunteer and Fund Development Managers.

The Cancer Assistance Program is a valued partner within the Hamilton Cancer Care Network and is committed to future expansion to ensure that those in need of the practical support offered through CAP have access to the same.

## **SUMMARY OF POSITION**

### **GENERAL RESPONSIBILITIES:**

#### ***Marketing and Communications***

- Collaborates with the Executive Director and the Fund Development team to write and design newsletters, annual reports, event materials brochures, media releases and announcements, email marketing communications graphics and other public facing publications including digital and printed materials.
- Manages and develops content for CAP's website.
- Develops, implements, and coordinates public participation initiatives and creative outreach strategies to engage the public and community stakeholders and create awareness of CAP's services.
- Formats, edits, and designs promotional material.
- Manages email marketing software and supports all staff in usage of this software.
- Maintains a public presence and builds relationships with community members and media representatives as appropriate.
- Assists with event photography when needed.
- Working with the CAP team assists in the development and execution of CAP's year-round communications strategy/marketing plan generating media coverage, fundraising, recruitment of volunteers and community engagement.
- Maintains and adheres to an annual marketing budget that leverages limited resources through in-kind contributions, partnerships, and sponsorships.
- Ensure consistent Brand in all aspects of the organization.
- Supports the Manager, Volunteer and Client Services with the creation of a volunteer engagement program that builds awareness of CAP's programming through increased social media, traditional media, public relations, and event participation that targets potential volunteers.
- Assists with developing recruitment and engagement activities with senior centers, retiree associations, service clubs, and other community groups.

- Works with the Manager, Volunteer and Client Services in the implementation of CAP's annual volunteer recognition/stewardship program.

### **Community Engagement**

- Identifying key neighbourhoods in Hamilton that do not utilize the CAP's services, that are compromised due to the social determinants of health, that have a higher incidence of cancer diagnosis and mortality and need supports to adequately manage treatment.
- Identifying the barriers and enablers for accessing and utilizing the CAP's services.
- Research and execute a variety of appropriate tactics for increasing awareness and use of the CAP's services.
- Measure the impact of these tactics on awareness and usage of the CAP's services.
- Creating an action oriented and evidence-driven engagement plan for long-term execution.

### **KEY COMPETENCIES**

- Superior writing skills required. The candidate must demonstrate successful writing and editing experience with a variety of print and online communications.
- Strong interpersonal and verbal communication skills to professionally communicate and interact with staff, volunteers, clients and their families and funders.
- Excellent relationship building skills, passion for building community support, experience in public speaking and media relations a plus.
- Eye for design and experience with graphic design software.
- Experience producing communication materials, working with print vendors, and sourcing best pricing.
- Experience in website management and web content development.
- Detail oriented and passionate about quality.
- Well organized and able to manage multiple projects and issues.
- Knowledge of community groups and how best to connect with groups.
- Ability to analyze data and create strategies using the data to engage stakeholders.

- Strong project management skills

## **QUALIFICATIONS AND EXPERIENCE**

- Post-secondary education or equivalent experience in communications, public relations, marketing, and community engagement.
- A minimum of 3-5 years professional experience.
- Excellent oral and written communication skills.
- Proficiency in the use of all Microsoft Office applications.
- Proficiency in web design and web management.
- Proven ability to establish effective working relationships amongst diverse groups.
- Strong organizational (time management), analytical, and problem-solving skills.
- Ability to multi-task, manage and meet tight deadlines.
- Must be able to work well independently and as a member of a team.
- Must have own transportation and the flexibility to work evenings/weekends.
- Valid driver's license and \$2,000,000 Third Party Liability Insurance.
- Presentation of a clear vulnerable police clearance check.

To apply, please submit resume to [humanresources@cancerassist.ca](mailto:humanresources@cancerassist.ca) before Friday December 22, 2023. Only those individuals chosen to move to the next stage will be contacted personally.