

Co-Op Marketing & Communications Coordinator – job description

The Ontario Disability Employment Network (ODEN) is a professional body of employment service providers united to increase employment opportunities for people who have a disability. We have over 130 members from across the province that support people of all disability types.

Our Vision

That all people who have a disability in Ontario have access to the labour force and the ability to achieve meaningful employment.

Our Mission

- **Remove barriers** that limit employment opportunities for people who have a disability.
- **Develop marketing initiatives** and provide education for the business and corporate sector about the merits of including people who have a disability in the workforce.
- **Improve the skills and competency** of employment service providers through networking, information sharing, training, and the promotion of best practices.
- **Work with government** on issues that impact service delivery and employment service providers' ability to help people who have a disability achieve their employment goals.

Mandate – Centre for Excellence in Employment Services

ODEN operates the Centre for Excellence in Employment Services. The mandate for the Centre for Excellence is to ensure Ontario builds and maintains the best possible employment service delivery network through five core areas of work – promoting innovation and best practice; providing top notch training and development for professionals in the sector; providing consulting assistance; engaging the business community; and supporting community networks.

Core Principles

We subscribe to some basic but core principles in our work:

1. Our job is to make it practical and simple for both businesses and service agencies to work together and increase employment for job seekers who have a disability.
2. We respond to all customer requests – businesses and employment service agencies in a timely manner.
3. We uphold a high standard of professionalism in all we do.
4. We operate and act with honesty and integrity.

Our Team

We are a dynamic team, comprised of a Chief Executive Officer, Director of Development and Capacity Building, Director of Special Projects and Innovation, a team of Diversity and Inclusion Specialists, Director of Business and Financial Services, Administration and Membership Coordinator, and a Communication Strategist. ODEN team members work from home offices and collaborate in person via virtual platforms and scheduled, in-person meetings.

The Role

The **Co-Op Marketing and Communications Coordinator** is responsible for developing communication and marketing materials for the project. This position will work closely with the Director to ensure successful development and implementation of the communications strategy. This position will work collectively with ODEN's Communications Team on projects that effect both the project and ODEN's other initiatives where suitable or required.

How will you make an impact?

1. **Marketing:** work with the Director to create the strategy for multi-channel integrated marketing campaign including:
 - Newsletters content, flyers, press releases, etc.
 - Execute the strategy, and create lead generations for potential businesses who would benefit from the project,
 - Track marketing and communications outputs for impact,
 - Provide copy edits for all collateral and creative materials,
 - Support events (awareness, training, etc.) with marketing materials as required or requested.
2. **Campaign communication and execution:** assist cross-functional campaign communications and campaign alignment.
 - Work with the Director to ensure consistent brand and messaging is maintained on all materials including website content,
 - Write content and marketing pieces to be used for website and all stakeholder groups,
 - Responsible for developing a social media campaign and content across all channels,
 - Maintain campaign schedule,
 - Coordinate campaign updates/changes and related communications other stakeholders,
 - Help to provide awareness and align campaign communication plans with internal teams.
3. **Webinar Coordination and Support**
 - Support and assist the team with webinar coordination, administrative, and coordination duties,
 - This would include managing pre-webinar coordination, maintaining registration lists, webinar data/reporting, coordinating tasks and action follow-up, assisting with planning/set-up logistics, review and testing Zoom webinar platform.

4. Reporting and Metrics

- Support pulling campaign metrics,
- Analyze social media metrics to recommend future strategies,
- Scrub lists, pull email addresses, create custom segmentation lists for email campaigns,
- Suggest improvements and optimization to existing tactics to improve overall performance related tech, day-of event support, etc.,
- Prepare, format, and write reports based on analytics and other sources of data and information.

Education

Currently enrolled in a Marketing, Communications and/ or Business Administration program with Co-Op option. Enrolled in 3rd or 4th year of a program. Average of B+ in the current year.

Experience and Skills

- Well-organized with ability to manage multiple projects, prioritize tasks, and meet deadlines.
- Strong writing and editing skills.
- Experience with social media management and content creation and website development.
- Ability to work independently and manage multiple projects simultaneously.
- Strong attention to detail and ability to ensure consistency in messaging.
- Knowledge of marketing best practices and trends.
- Understanding of digital marketing channels and technologies, including social media, email, and search engine marketing.
- Experience with content management systems and software, including Canva, Mailchimp, Adobe Connect, WordPress, Survey Monkey, Eventbrite.
- Professional and friendly communication style (telephone, e-mail, and in-person).
- Intermediate user of Microsoft Office (Power Point, Excel, Word, Outlook).
- Proficient use of current technology – (Zoom, Ring Central, Teams, MS 365, Website Editors).

Reporting

The Co-Op Marketing and Communications Coordinator reports directly to the Director of the project.

Working Conditions

- ODEN is based on a 'virtual' platform and no physical offices exist. As such, candidates must have a fully equipped, secure, and ergonomically suitable home office including a computer capable of operating MS Office 365 and other current software.
- An advanced computer literacy and competency level with MS Office 365 applications (Word, Excel, PowerPoint, MS Teams, SharePoint) that enable you to meet the role's functions independently.

- The ODEN Team meets routinely, both in-person and through video conference. We expect all team members to contribute to meeting discussions and organizational development goal setting and attainment.
- Some travel is required and the ability to work outside of regular working hours for meetings and community events, training, seminars, or to work in other locations.
- All team members must work with their supervisors in setting personal development goals and to work toward attaining those goals.
- Work closely with their director to ensure all proposals, correspondence, reports, etc. conform to ODEN Brand guidelines, pricing structures, templates, etc.
- All team members will adhere to ODEN's Code of Ethics, Conflict of Interest, and all policies and practices as outlined in the Personnel Policy Guide.

Please Note

The role description outlined above indicates the general nature and level of work expected. It is not designed to cover or contain a comprehensive listing of all activities, duties, or responsibilities, and may be altered due to the changing nature of work.