

Ledge Leadership
Communication and Marketing Coordinator
Job Description - 2024

Location: Ontario

Reports to: Co-Executive Directors

Job Type: Part-time, Contract (20 hours per week)

Contract Duration: 12 months, with potential for renewal

Salary: \$27-\$30/Hour

Application Deadline: Oct 15, 2024

About Us:

Ledge Leadership is a charitable organization committed to the belief that the world needs leaders who can lead relationally and share power. Our mission is to inspire young adults, ages 18-30, to “Lead Themselves and Thrive in Teams.” We help them gain clarity about their identity, develop strong teamwork skills, and take meaningful steps to positively impact the communities where they live, work, and learn. We offer virtual and in-person workshops, team-based training, individual and team coaching, and customized leadership programs. To further expand our reach and deepen our impact, we are seeking a part-time Communication and Marketing Coordinator to lead our outreach efforts and elevate our organization’s voice.

Position Summary:

The part-time Communication and Marketing Coordinator will be responsible for developing and executing strategic communication and marketing initiatives to elevate our organization’s visibility and presence. Working alongside the Program Team, you will manage digital platforms, create engaging content, and support fundraising and event promotion efforts. This new and exciting role is a flexible, part-time contract position ideal for a motivated individual looking to contribute their skills to a meaningful cause.

Primary Responsibilities:

Strategy Development:

- Collaborate with the Program Team to develop and implement a focused communication, marketing, and social media strategy.
- Identify and engage target audiences, tailoring messaging to effectively communicate our mission.

Brand Management:

- Maintain consistency in brand voice and messaging across all platforms.
- Act as a brand steward, ensuring that all communications align with Ledge’s mission and values.

Content Creation & Management:

- Create and curate content for social media, email newsletters, and the website.
- Manage the production of marketing materials, including reports, brochures, and visual assets.
- Gather and edit content from the Program Team.
- Ensure consistent messaging and brand representation across all channels.

Digital Marketing:

- Maintain and grow the organization’s social media presence on platforms like Facebook, Instagram, and LinkedIn.
- Collaborate with the Program Team to run digital campaigns to promote events, fundraising efforts, and organizational updates.
- Track performance metrics (social media engagement, website traffic, email open rates) and use insights to improve outreach efforts.

Team Engagement:

- Participate fully in team meetings.
- Attend a weekly virtual daytime meeting and monthly in-person meeting.
- Strive to follow the 6 Relational Principles outlined in the attached Ledge Culture document.

Secondary Responsibilities:**Media Relations:**

- Draft and distribute press releases, pitch stories, and respond to media inquiries as needed.
- Support media outreach for key events and initiatives to raise awareness.

Event & Fundraising Support:

- Assist in the promotion of fundraising events and campaigns.
- Collaborate with the Fundraising Team to align marketing efforts with donor engagement strategies.

Qualifications:

- Bachelor's degree in Communication, Marketing, Journalism, or a related field.
- Experience in marketing, communication, or journalism, ideally within the nonprofit or charitable sector.
- Strong written and verbal communication skills with the ability to create engaging and clear content.
- Proficiency in managing social media platforms and creating digital content.
- Familiarity with digital marketing tools and willingness to learn new tools.
- Basic graphic design and video editing skills.
- Works well in a team environment and easily collaborates on projects.
- Ability to work independently, manage time efficiently, and handle multiple projects.
- Passion for Ledge's mission and a commitment to making a positive impact on the lives of young adults.
- Ideally, the candidate would have previous experience with Ledge as a volunteer.

Contract Details:

Hours: 20 hours per week (flexible schedule).

Contract Duration: 1 year, with 6 month review.

Compensation: \$27-\$30/Hour

Work Location: Remote with occasional in-person meetings as needed.

Tentative Start Date: November 4, 2024

At this point, we hope you're feeling excited about this job description. Even if you don't feel that you meet every single requirement, we still encourage you to apply. We're eager to meet people who believe in our mission and can contribute to our team in a variety of ways - not just candidates who check all the boxes. We want people to feel comfortable expressing their true selves and to come, stay, and do their best work here.

How to Apply:

Please send your resume, cover letter, and any relevant portfolio samples to info@ledgeleadership.com by October 15, 2024. In your cover letter, please share why you're passionate about our mission and how your experience aligns with this role.

Ledge is an equal opportunity employer and encourages applications from all qualified individuals.