

*The Neighbourhood Group (TNG) is a multi-service agency that includes Central Neighbourhood House, Neighbourhood Link Support Services and St. Stephen's Community House*

**JOB OPPORTUNITY**

**Job# TNG2021-202**

<b>POSITION TITLE:</b> Contract Marketing and Community Relations Officer	
<b>DEPARTMENT:</b> Employment Services	<b>STATUS:</b> Contract Full-time, non-bargaining unit
<b># HRS / WEEK:</b> 35	<b>CONTRACT DATES:</b> ASAP to March 31, 2022
<b>REPORT TO:</b> Senior Manager, Employment Services	<b>HOURLY RATE:</b> \$26.56
<b>POSTING DATE:</b> October 6, 2021	<b>CLOSING DATE:</b> October 12, 2021

**GENERAL DESCRIPTION:** The Marketing and Community Relations Officer promotes and markets the services of the Employment Services Department to prospective service users, other non-profit organizations, government agencies, employers and internal departments. The officer will support both employment sites in promoting all programs and services.

**MAJOR DUTIES:**

- Develop, implement and monitor the progress of a marketing and outreach plan for the department that incorporates a variety of strategies and methods
- Adapt and develop successful and creative marketing and outreach strategies tailored to engage and attract specific market segments ranging from youth, newcomers, long-term unemployed to employers to our services
- Coordinate outreach activities for the department including information sessions, agency presentations, community information fairs, and campaigns in consultation with the leadership team. Work with our two social media outreach staff to ensure coordination of efforts.
- Develop and keep current communication materials on all programs and services as well as ensuring they are distributed to all stakeholders on a regular basis. This includes the writing and production of broadcast emails, monthly newsletter, display boards, marketing materials, success stories, program updates, and website content.
- Establish and maintain regular contact with potential referring agencies by maintaining a contact database for mail outs, in person outreach activities and email updates
- Track and evaluate marketing and outreach strategies by developing, improving and utilizing data collection tools in collaboration with the ES Data Champion. Prepare reports as requested using source of referral, client profile and postal code information to analyse the effectiveness of our marketing strategies and to guide future plans.
- Coordinate and implement special event logistics such as job fairs, program promotions and celebratory events.

**REQUIREMENTS & QUALIFICATIONS:**

- University degree / College Diploma in Marketing, Communications, Public Relations, or related and two years' experience in marketing or communications, or combined equivalent education and experience
- Demonstrated understanding of employment, training resources, and labour market information an asset
- Demonstrated organizational abilities to work independently and as a member of a team
- Superior verbal and written communication and presentation skills
- Good understanding of marketing strategies and tactics including social media as well as demonstrated ability to attract new service users and build relationships with other agencies
- Advanced knowledge and the ability to fully utilize computer systems including MS Office, MS Teams, search engines, online business applications, and social media. Knowledge of Adobe required.
- Knowledge and understanding of the client group and related social services/programs
- Able to work a flexible work schedule, with evening and weekend work required
- Respectful of and responsive to individuals and communities facing social, economic and cultural barriers in society
- A current police reference check is required, which may include a vulnerable sector check

**For a complete job description please contact Human Resources**

**To apply, submit your resume and cover letter with "TNG2021- 202" in the subject line of your email to:  
careers@tngcs.org**