

CAREER OPPORTUNITY

Lethbridge Family Services is a private, non-profit organization operating since 1910. We are highly accredited and with more than 380 employees, the largest community social services organization in southern Alberta.

We offer a supportive, inclusive team environment with a strong commitment to work-life balance. We provide a competitive remuneration package, including a comprehensive benefit plan, generous vacation and personal time, and discounted fitness memberships. We support your career through opportunities to learn and grow, including paid professional development opportunities, and on-the-job coaching and support. Our “family” culture supports many opportunities to participate in events including health and wellness challenges, social club activities, annual holiday parties and recognition events.

Check out our website at www.lfsfamily.ca.

Position: Marketing Coordinator

Department: Advancement & Communications

Hours: Monday – Friday; 35 hours/week

Position Overview:

The Marketing Coordinator will play a critical role in ensuring the organization achieves its plans for growth in alignment with its mission, vision and values. This individual will report to the Director of Advancement & Communications. The Marketing Coordinator will be responsible for the organization’s marketing plan, departmental marketing plans, digital graphics and content creation, management of LFS’s editorial calendar, overhauling and updating the LFS website, and managing all aspects of the organization’s Social Media presence. The employee will work both independently and collaboratively within a small, close-knit team, and thrive in a fast-paced, deadline driven environment. The Marketing Coordinator must be able to communicate effectively with a diverse range of stakeholders.

Key Responsibilities:

Marketing

- Develop and execute an organization-wide marketing strategy and department-level marketing strategies.
- Lead and advise creative content planning and development of customized messaging for all internal and external LFS stakeholders to strengthen the LFS brand and enhance fundraising initiatives.
- Maintain and assist in updating Brand guidelines; prepare and execute brand guidelines training to all LFS employees.
- Use data analytics to inform strategy and measure performance to ensure objectives are delivered according to plan and provide monthly reports on this data.
- Overhaul, maintain, and update the LFS website.
- Create branded advertising campaigns including generating all graphic design elements.
- Set up tracking systems for marketing campaigns and online activities.
- Develop and manage the LFS internal and external newsletter and events calendar.
- Manage all aspects of LFS’s social media presence (website, Facebook, Instagram, Twitter, YouTube).
- Drive strategy to increase daily engagement on LFS social media accounts.
- Lead content creation for LFS’s Social Media, including tweets, posts & videos.



- Leverage key engagement metrics across platforms to optimize content, messaging and distributions.

Required Skills:

- Excellent written and verbal communication skills (candidates selected will be required to complete written performance exercise).
- Proven ability in using Canva.
- Proven ability in social media management.
- Abilities in Adobe Photoshop and Adobe Illustrator is an asset.
- Actively demonstrates confidentiality, tact and discretion in preparing, disclosing and handling information of a confidential and/or sensitive nature.
- Excellent interpersonal – approachability, an easy manner and the ability to inspire confidence.
- Ability to work independently and collaboratively with a team.
- Proactive in problem solving and process improvement.
- Ability to work within tight deadlines and prioritize work.
- Proficient computer skills in Microsoft Office Suite
- Willingness to learn some programs within Adobe Suite
- Proven track record of maintaining current knowledge, self-development.

Qualifications:

- A related post-secondary degree or equivalent work experience.
- Experience in graphic design using Canva (candidates selected will be required to complete a Canva assignment).
- Strong attention to detail and proofreading skills.
- Proven results in implementing marketing and communications strategic plans.
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies to engage a diverse audience.
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines.
- The successful candidate will be required to provide a Police Information Check.

Start date: March 6, 2023

Application deadline: January 31, 2023

Please submit, in confidence, a resume and cover letter referencing job posting 23CA1:

Email: humanresources@lfsfamily.ca

Web: lfsfamily.ca

We thank all candidates for their interest, however, only those selected to continue in the process will be contacted. Applications for this position may be used to fill other positions.

Lethbridge Family Services is an equal opportunity employer.

