



INTERIM MARKETING AND COMMUNICATIONS COORDINATOR (17 MONTHS, PARENTAL LEAVE): JOB CALL

JOB DESCRIPTION

Shoresh is a charity that inspires and empowers our community to take care of the earth by connecting people, land, and Jewish tradition. Through nature-based Jewish education, environmental action, and sustainable Jewish products, we offer community members meaningful opportunities to be responsible stewards of the world around us.

We are seeking a creative, passionate, and strategic Marketing and Communications Coordinator to strengthen our online presence; build community; share our story; gather analytics; and promote Shoresh's programs, events, and sustainable products.

KEY RESPONSIBILITIES

Marketing and Communications Strategy (25%)

- Develop integrated, localized marketing campaign strategies – via social media, email, web, paid digital acquisition – for Shoresh's educational programs and events, sustainable products, fundraising, educational campaigns, and engagement opportunities, with the goal of raising funds, expanding our audience, and supporting program goals and registration numbers;
- Create actionable plans to organically grow our social media and newsletter audiences;
- With support from your supervisor and a hired web developer/designer, coordinate and contribute to a website redesign and rebranding project.

Systems and Structures (20%)

- Create and maintain internal systems and structures, including marketing plans and a content calendar;
- Manage and organize our photo library (Google Photos);
- Improve and maintain Shoresh's use of Google and social media analytics.

Marketing Implementation (40%)

- Ensure consistent communications, including a voice and brand that reflect Shoresh;
- Implement marketing plans through social media, newsletters, e-blasts, and at events;
- Develop engaging narrative and promotional materials, including graphics and flyers;
- Maintain Shoresh's website, blog, and web presence, ensuring they are user-friendly;
- Attend occasional Shoresh programs, events, and markets with a lens of marketing, taking photos and videos and, when possible, collecting participant testimonials;
- Seek marketing opportunities through social media, community events, and markets;
- Collaborate with Development Manager to create and launch fundraising campaigns;



- Collaborate with our team to get on-the-ground, timely stories and images, and encourage staff to act as ambassadors for Shoresh through promotion of our initiatives to ensure steady recruitment and retention for programs;
- Analyze digital marketing efforts to measure reach and impact.

Engagement and Relationship Building (15%)

- Develop and maintain relationships with organizations, partners, and influencers to ensure our presence at strategically relevant events and to promote our offerings;
- Ensure our social media content is strategic and engaging.

Schedule and Supervision:

This is a full-time position; 35 hours per week, typically Monday-Thursday with some Sundays and some Fridays. It may require the staff to work occasional evenings. Some flexible/remote work is possible (1-2 days/week). The Marketing and Communications Coordinator will be supervised by the Operations Manager. There is the potential for the position to extend beyond 17 months.

Locations: Locations include Shoresh office at St. Clair and Dufferin (most workdays) and additional program sites in GTA (occasionally).

Compensation and Benefits:

This is a salaried position. The payrate is \$43,680 - \$50,960 annually (\$24-\$28/hour), commensurate with experience. Compensation also includes health care and dental coverage (after 3 months probationary period), paid vacation, professional development opportunities, and paid time off for religious Jewish holidays.

ABOUT YOU

- You have a degree, diploma, or bootcamp certification in marketing, communications, social media management, or a related field;
- You have a minimum of 2 years of relevant experience;
- You have excellent knowledge of Facebook, Instagram, email marketing, Shopify, WordPress, and other digital platforms' best practices;
- You have demonstrable graphic design skills and experience (Canva);
- You have experience creating engaging, shareable, strategic content that builds an audience;
- You have experience building a social media community, with a brand-building mindset;
- You are detail-oriented, with analytical, organizational, and time management skills;



- You thrive working independently as well as collaboratively;
- You have demonstrable writing and photography skills.

Nice-to-Haves:

- Familiarity with Jewish holidays and teachings;
- Familiarity with nature and/or nature education;
- A valid driver's license and access to a vehicle;
- Experience working in the charitable/non-profit sector.

HOW TO APPLY

Please send your cover letter, resume, and a small sample of your graphic design and marketing work to hiring@shores.ca by Wednesday, March 5, 2025. Interviews will take place from March 10-25.

Attachments must be labeled with your full name. In your cover letter, please address the following questions:

1. What interests you most about this position?
2. Based on the qualifications, why are you a strong candidate?
3. What excites you about Shore's mission?

Our sincere appreciation to all those expressing interest in this position. Only those applicants invited for an interview will be contacted.

Systemic inequalities in hiring have caused women, people of color, LGBTQIA+ folks, and other structurally marginalized groups to apply to jobs only if they meet 100% of the qualifications. We encourage you to break that statistic and apply. We will endeavor to offer accommodations on request for all aspects of the selection process.

Note: Our office is located up one flight of stairs. We recognize that this makes the space inaccessible to some potential candidates. Please reach out if you have any further questions.