



LIFESAVING SOCIETY®
SOCIÉTÉ DE SAUVETAGE

The Lifeguarding Experts
Les experts en surveillance aquatique

Marketing and Communications Coordinator

The Lifesaving Society Canada is seeking a motivated Marketing and Communications Coordinator to join our dynamic team. The role involves active participation in brand management, event promotions, coordinating federal and corporate partnerships, social media and website coordination, marketing and social media research, as well as designing and reviewing communication materials.

Job Type: Permanent Full-Time
Location: Working from Home
Reporting to: CEO
Salary & Benefits: \$60,000 to \$65,000 plus benefits
To apply: Send Resume and Cover Letter in confidence to Nina@lifesaving.ca
Application Deadline: By 5 p.m. Eastern- February 16, 2024

Job Description

Requirements

Education & Experience

- University or College degree in Marketing and/or Communications or equivalent experience.
- Minimum of three years of experience in Marketing & Communications.

Competencies & Skills

- Self-directed individual with strong writing skills in both French and English.
- Comfortable with web CRM technology and proficient in social media management.
- Ability to manage multiple projects simultaneously.
- Exceptional interpersonal skills.

Responsibilities

Marketing:

- Coordinate the activities of the Marketing & Communications Committee.
- Develop and implement the Marketing & Communications strategy with a focus on growth.

- Integrate Diversity, Equity, and Inclusion into the marketing and communications strategy.
- Manage Lifesaving Society's website and Social Media platforms such as Facebook and Instagram, including the management of influencers.
- Assist in the branding process.
- Collaborate with the Management Team, Commissions, and Committees on National marketing materials.

Promotions:

- Promote National Lifesaving Sports Championships and Development Camps.
- Drive awareness for National Drowning Prevention Week and World Drowning Prevention Day.
- Coordinate promotional material for federal and corporate partners.
- Coordinate Commissions communications.
- Promote Drowning Prevention research outcomes throughout the Society.

Federal and Corporate Funding Partnerships:

- Prepare materials for Federal and Corporate partnerships.
- Coordinate all Federal and Corporate contracts.

Communications:

- Manage Lifesaving Society Canada's website.
- Develop a social media strategy.
- Oversee website & Social Media content.
- Analyze online presence analytics.
- Create content for campaigns, annual reports, social media, etc.
- Edit materials before distribution.
- Oversee the production of the annual report.
- Research strategies to expand our consumer base.

Lobbying:

- Coordinate lobbying activities with the CEO.
- Develop and implement a federal lobbying strategy.
- Compile a list of Federal MPs and Senators.
- Coordinate all federal government corporate funding requests.
- Manage lobbying efforts on Parliament Hill.

Work Environment

Lifesaving Society Canada's Employee Policy Manual offers employees a comprehensive benefits package and professional development opportunities. Our national employees work from home on a four-day work week schedule. Some travel, evening, and weekend work is required.

About Us

The Lifesaving Society Canada is committed to preventing drowning and reducing water-related injuries nationwide. With over 1.5 million Canadians participating in our programs annually, we collaborate with a National Board of Directors, 10 provincial Branches, and multiple committees. Explore our initiatives at www.lifesaving.ca.