

# HIRING BRAND AWARENESS COORDINATORS

Position Title:	<b>BRAND AWARENESS COORDINATORS</b>
Position Type:	Contract, Full-time, 37.5 hours weekly, 52 weeks Contract, Part-time 22.5 hours weekly, 52 weeks
Salary:	\$22 hourly
Start Date:	Immediately/September 2022-August 2023
Location:	Windsor, ON

## POSITION AND PERSON OVERVIEW

Reporting to the Executive Director and working closely with the Fundraising and Community Awareness Committee, the Brand Awareness Coordinators (BAC) are front-facing positions focused on raising awareness of, and support for, agency programs and services within the community with the goal of raising financial, in-kind and volunteer support for goals.

We are looking for two people who have amazing people skills, drive, initiative, and are aware of what it means to create new relationships with those interested in supporting the agency. As a foundational year in the position, there is a focus on creating stellar workplans for long-term implementation, and assisting the agency in creating a fundraising and awareness foundation for the agency.

On any given day you may be: creating amazing and narrative-based social media content, monitoring those channels against known indicators of success, returning calls and emails to those interested in donating to or organizing events for the agency, attending schools, businesses, events to support agency awareness and fundraising efforts, creating documents and plans with Fundraising and Community Awareness Committee members to support the annual committee workplan, assisting with recruiting new committee members, conducting agency tours, designing and creating mailer campaigns, or attending events as a representative of the Centre to ensure the organizational brand is positively represented and relationships are being cultivated.

## GENERAL RESPONSIBILITIES

- ✓ Create amazing quarterly newsletters for agency supporters and focus on increasing newsletter membership;
- ✓ Design, implement and evaluate several fundraising efforts throughout the year, such as direct mail campaigns or events;
- ✓ Act as the first point of contact for a wide range of inquiries on supporting the Centre or organizing speaking engagements or events, maintaining a professional approach at all times while working to create ongoing relationships;
- ✓ Act as one of the designated staff to the agency Fundraising and Community Awareness Committee;
- ✓ Create engaging and narrative-based social media content for the agency, with the goal of increasing support across all social media channels (tell our “story” to our supporters and the broader community!);

- ✓ Maintain and manage stakeholder data using the organization's existing CRM databases (Donorperfect, Constant Contact);
- ✓ Develop quarterly acknowledgements and thank you letters/emails to supporters;
- ✓ Create annual holiday mailer campaign content;
- ✓ Ensure key messages for all fundraising-related initiatives are consistent with the agency's mission, vision, identity, and key philosophies of practice;
- ✓ Direct the Fundraising and Community Awareness Committee in efforts to grow current Monthly Giving Program by 10% annually;
- ✓ Ensure all development activities and functions are in accordance with legal and ethical standards.

**THE IDEAL CANDIDATE FOR US WOULD HAVE:**

- ✓ Certification or degree in fundraising/marketing or communications or equivalent experience in fundraising, brand awareness, or community awareness work;
- ✓ Excellent track record of successful fund development or awareness raising for a non-profit organization;
- ✓ Proven experience of preparing persuasive and imaginative proposals, grant applications, and presentations to targeted funders, foundations and corporate donors;
- ✓ Impeccable written and verbal communication skills;
- ✓ Experience across various media platforms and knowledge of current community-centric fundraising trends;
- ✓ Strong creative design skills;
- ✓ Strong project management skills and an ability to multi-task;
- ✓ Attention to detail, exceptional time-management and organizational skills;
- ✓ Knowledge of, or interest in, issues affecting women who are homeless or at-risk;
- ✓ Direct experience with fundraising software, such as DonorPerfect and Constant Contact;
- ✓ Access to stable and reliable transportation.

## HOW TO APPLY

**Apply with cover letter and resume to attention of: Lady Laforet, Executive Director, by August 28<sup>th</sup>, 2022 at [info@welcomecentreshelter.com](mailto:info@welcomecentreshelter.com). We thank all applicants for their interest; only those selected for an interview will be contacted.**

This is a contract, full-time position for 52 weeks with opportunity for permanent position to follow. All staff are currently working from office, and the position can be flexible to allow 1-3 days weekly work from home depending on project needs. Part-time contract position of 22.5 hours weekly is flexible to include both at-home and in-office hours and days, depending upon need. The Welcome Centre Shelter is an equal opportunity employer committed to diversity and welcomes all interested parties to apply. Accommodation will be provided in all parts of our recruitment process as required under AODA. Please advise us in advance if you require accommodation.

**Employer: Welcome Centre Emergency Shelter for Women ([www.welcomecentreshelter.com](http://www.welcomecentreshelter.com))**

The Welcome Centre Shelter, a registered charitable organization with the CRA, is committed to providing assistance and support to women experiencing homelessness and low-income in the Windsor community through the provision of emergency shelter and transitional housing support programs. Emergency shelter (32 single women and upwards of 15 households with minor children), harm reduction programming for self-identified women, children's recreational support programming, drop-in programming for self-identified women experiencing or at-risk of homelessness, and emergency food pantry services.