



NOVA West Island Marketing and Communications Agent

Posting period: December 8, 2021 to January 8, 2022

Start date: January 2022

Salary: To be discussed

Hours of work: Part-time, 15 hours per week (with occasional evenings and weekends)

About NOVA West-Island:

NOVA West Island is a not-for-profit, volunteer-driven, community-based healthcare organization with 110 years history of providing comprehensive, compassionate, quality care to vulnerable individuals in the community. The primary mandate is to provide in-home specialized care and support to cancer, ALS and palliative care clients and their families during the course of the illness and particularly at the end of life. Other programs include bereavement support for children and adults, adult day centers, and home support services.

The Marketing and Communications Agent holds joint responsibility for developing a positive public image, maintaining interest in and awareness of NOVA and for helping to manage the flow of information within the organization and to the public in order to build NOVA's capacity.

Major roles and responsibilities:

Under the guidance and supervision of the Executive Director and in collaboration with the Fundraising Coordinator, the successful candidate will be responsible for developing, managing and evaluating the organization's internal and external communication initiatives in order to increase NOVA's visibility and notoriety within the community. Responsibilities will include and are not limited to:

- Develop and implement an annual marketing and communication plan to increase public awareness and promote NOVAWI's programs and services
- Prepare and translate communication materials and marketing initiatives for our website (monthly shout-outs and updates, yearly shout-out plan) and social media (Facebook, Instagram, LinkedIn, and Twitter)
- Maintain or increase followers in social media to strengthen NOVAWIs on-line presence while focusing on engaging and informing our current market/followers
- Advise and work on communication activities including annual campaign, fundraisers, media events, press releases, donor relations, sponsorships, community events/3rd party fundraisers, brand management, social networking...
- Develop and put in place materials for PR purposes as well as a strategy for their deployment including videos, pictures, website updates, program brochures, artwork for ads...
- Update municipal, media and social media contacts
- Assist in the development of newsletters (content, graphics, layout)

- Support the Executive Director and Fundraising Coordinator of in their duties, as required

Qualifications:

- Education in communications, marketing, development, journalism or related field
- Experience in marketing and/or communications (2-3 years)
- Computer skills – Proficient in Microsoft Office suite, Social media (Facebook, Instagram, LinkedIn, Twitter), knowledge of Wix platform, and Graphic softwares
- Bilingual (French & English) – oral and written
- Creative, detail-oriented and able to multi-task
- Able to work independently and as a team member
- Excellent communication, time management and organization skills; able to prioritize
- Knowledgeable about the non-profit/volunteer world
- Self-directed and pro-active

Please submit your resume and letter of interest demonstrating you meet the job's qualifications in writing to Marie-France Juneau, Executive Director at mfjuneau@novawi.org by 5pm on January 8, 2022.