

Communications & Marketing Coordinator JOB DESCRIPTION

TERM: October 16, 2024 – October 15, 2025 (Covering a 12-month leave)

HOURS: Part-time – Approximately 15 hours/week (Flex time required; exact work schedule to be determined; some evening and/or weekend hours may be required for meetings and events)

LOCATION: Based in the MCA office (Winnipeg, MB), but some of the work may be done remotely

SALARY: \$16,000/yr (Includes vacation pay)

Are you a passionate storyteller with a knack for crafting compelling messages and driving impactful communications? If so, join our dynamic team as Communications & Marketing Coordinator! Manitoba Choral Association (MCA) is seeking someone who thrives in a fast-paced environment and is eager to make a difference in our province's choral community. Reporting to the Executive Director, the Communications & Marketing Coordinator is at the heart of our organization, coordinating internal and external communications, increasing MCA's online presence, and ensuring our brand voice shines through in every message. If you're a creative problem-solver with exceptional organizational skills and a keen eye for detail, we want to hear from you. Come help us shape our narrative and engage with our audience in meaningful ways!

Responsibilities include:

- Create and distribute digital and print materials according to MCA's branding guidelines and program calendar
- Prepare and distribute MCA's biweekly e-newsletter, *eNotes*
- Monitor and maintain MCA's website to ensure content remains relevant and current, including but not limited to:
 - Program and event pages
 - Awards and competition pages
 - Blog posts
 - Choral Event Calendar, Jobs & Classifieds, and Find a Choir pages
 - Member area
- Monitor and maintain MCA's social media accounts
- Support the development and implementation of MCA's Communications Plan
- Assist in preparing correspondence and other materials for members, donors, and other stakeholders
- Assist in interpreting analytics related to MCA's online presence
- Assist in promoting programs, events, and resources to various stakeholders
- Participate in ad hoc communications and marketing committees as required
- Liaise with other MCA committees and portfolios to complete tasks as required
- Assist on-site at MCA events as required
- Other duties as assigned

The ideal candidate will possess the following qualifications:

- Post-secondary education and/or training in a related field, or a minimum of three (3) years of related work experience
 - Strong oral and written communication skills in English
 - Strong interpersonal skills
 - Good critical and creative thinking skills
 - Very detail-oriented
 - Ability to take initiative and work independently
 - Ability to work collaboratively as part of a team
 - Experience working with various technological platforms and computer software (including but not limited to Microsoft Office Suite, Adobe Acrobat, Canva, Affinity Publisher, Facebook, Instagram, Tik Tok, and Wix)
 - Solid understanding of MCA and/or the Manitoba choral community
 - Experience working with non-profit arts organizations is considered an asset
 - French language skills are considered an asset
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MCA is a great place to work!

Part-time employment with MCA includes the following employment benefits and job perks:

- Flexible work hours
- Work laptop (for the duration of the contract)
- Individual professional development expense account
- Work-from-home and mentorship opportunities
- Positive, encouraging, and collaborative work environment
- Free parking on site
- Coffee and tea provided to employees on site
- And more!

***NOTE:** This position is largely project-based, meaning that work hours may fluctuate over the course of the 12 months, depending on the volume of MCA programs and events. However, it is expected that the average number of hours worked will be approximately 15 hours/week over the course of the term. The successful candidate may be required to work more than 15 hours/week hours during MCA's busy times (October-February), but they would work fewer than 15 hours/week during other months.*

Employees may be asked to submit to a provincial child abuse check and/or police criminal record check during the course of their employment. All costs associated with such checks will be covered by MCA.

Ready to apply? Read the following carefully before submitting your application!

Manitoba Choral Association is committed to the principles of equity and diversity in employment. All qualified persons are encouraged to apply; however, priority will be given to Canadian citizens and permanent residents legally entitled to work in Manitoba. Applicants belonging to any of the following groups are encouraged to self-declare on their application: Indigenous persons; newcomers to Canada; persons with a disability; visible minorities.

This position will involve the following physical requirements: standing, walking, typing, and sitting for lengthy periods at a time. The MCA office is located in the lower level of a building and is reachable by stairs or elevator.

MCA is committed to providing reasonable accessibility accommodations for any part of the application process if requested. MCA will work cooperatively and in a spirit of respect with all applicants in the accommodation process.

Interested applicants should submit both a resume and cover letter to Jenny Steinke-Magnus, Executive Director to jobs@mbchoralassociation.ca. Interviews will be conducted on a rotating basis until the position is filled.

Applicants selected for an interview will be asked to submit a portfolio containing several samples of past communications/marketing work, including writing, website work, graphic design work, social media posts, newsletters, or other.

We thank all applicants for their interest, however only those selected for an interview will be contacted.