

## The Literacy Group Waterloo Region

## Marketing Coordinator

The Literacy Group of Waterloo Region (TLG) is a non-profit adult education centre that supports adults with the lowest levels of literacy by improving their literacy, numeracy, workplace, digital and communication skills. TLG is looking for dedicated and hardworking individual to support the Outreach and Volunteer Coordinator to develop, coordinate, and execute successful marketing campaigns that supports TLG's mission.

Cambridge Office. 40 Ainslie St. S. Cambridge ON.

**1 posting.** Position requires working both in person and online. Some evenings will be required. \$17.20 per hour.

### **Role**

- Collect information from past and current learners to create success stories for marketing purposes
- Support the development of marketing and communication of fee for service programs
- Create and review engaging templates for promotional presentations and marketing events
- Implement marketing campaigns and evaluate effectiveness and present findings to staff
- Conduct and take part in marketing and promotional events within the community
- Support the development and implementation of a strategy to increase number of volunteers
- Work with additional specialized projects to support the improvement and success of the organization

### **Qualifications**

- Grade 12 completion
- Strong written, oral and digital communication skills in English.
- A working knowledge and experience with Google products and formats are preferred
- Experience with Canva and graphic design programs is preferred
- Experience with managing various social media accounts is a benefit
- Video creation and editing experience is a benefit

### **Role Details**

Successful applicants will be funded from the Federal Summer Jobs Grant. Eligibility of this funding requires that the successful applicant:

- Between 15 and 30 years of age (inclusive) at the start of employment;
- Is a Canadian citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act\*; and
- Is legally entitled to work according to the relevant provincial / territorial legislation and regulations. \*International students are not eligible.

**Estimated Start Date:** June 16<sup>th</sup> 2025. 8 weeks. 35 hours per week.

**Application Closing Date:** May 16<sup>th</sup> 2025

If interested in the position please apply with:

- **Resume**
- **Letter of interest addressed to Chris Prosser**, Executive Director via email [chris@theliteracygroup.com](mailto:chris@theliteracygroup.com).

Any questions can be directed to the Executive Director.

*We thank all applicants, however only those being considered for an interview will be contacted.*

*The Literacy Group Waterloo Region is an equal opportunity employer and we value the importance of diversity in the workplace. We are committed to an inclusive, barrier-free recruitment and selection processes and work environment. If you are contacted by The Literacy Group regarding a job opportunity, please advise us prior to the interview if you require accommodation and we will work with you to make appropriate arrangements.*