

Marketing Coordinator
May – August 2024 (20-24 hours per week)
\$25/hour
Remote position

Deadline to apply: April 29, 2024

Are you a graduate student at Memorial University looking for experience in marketing and non-profits? Check out the part-time job opportunity below with *Saltwater Community Association Inc.*

About Saltwater Community Association Inc.

Saltwater Community Association Inc. (SWCA) is a registered not-for-profit organization dedicated to reducing poverty in remote and rural communities on the Bonavista Peninsula. Our mission is to empower individuals and communities through technology, education, and sustainable development initiatives. By leveraging innovative solutions, SWCA aims to create lasting positive change and improve the quality of life for residents in these underserved areas.

About the position

Are you passionate about making a difference in the lives of others? SWCA is seeking a motivated and experienced Marketing Coordinator to join our team. The role of this position is raising awareness, fostering community engagement, and securing support for our mission-driven initiatives, specifically the hydroponic farm initiative. From crafting compelling storytelling to executing targeted outreach campaigns, you will have the opportunity to leverage your marketing skills to drive meaningful impact in remote and rural communities on the Bonavista Peninsula.

Tasks/Responsibilities:

- Develop and implement strategic marketing plans to promote SWCA's hydroponic farm initiative and impact in target communities.
- Collaborate with internal stakeholders to identify key messaging and storytelling opportunities that resonate with our audience and further our mission.
- Manage SWCA's digital presence, including website content, social media platforms, and email newsletters, to effectively communicate our mission and engage with stakeholders.
- Create engaging multimedia content, including videos, graphics, and blog posts, to highlight success stories, showcase program outcomes, and drive donor engagement.
- Collaborate with fundraising and development team to support donor cultivation, stewardship, and retention efforts through targeted marketing campaigns and communications.
- Monitor and analyze marketing metrics and performance data to assess the effectiveness of marketing strategies and tactics and make data-driven recommendations for continuous improvement.
- Train the SWCA team on marketing and social media tools/best practices for efficient continuation after the placement.

- Other related tasks may be required.

Eligibility requirements:

- Be duly recognized as a student of Memorial University during the time of the placement
- Be in good academic standing
- Respectfully uphold your commitments towards the community partner as prescribed by the work placement
- Complete a post-placement reflection exercise/debrief
- Experience in marketing, communications, or public relations, preferably within the nonprofit sector or community development context is preferred.
- Strong content creation skills, with the ability to craft compelling narratives that inspire action and resonate with diverse audiences.
- Passion for social impact and a commitment to SWCA's mission of reducing poverty and empowering communities on the Bonavista Peninsula.

Application Process

This position is supported by Memorial's Centre for Social Enterprise (CSE), through their Work Experience in Social Enterprise program.

In **one PDF document** please submit your cover letter, resume, student number, and contact information for two references to **socialenterprise@mun.ca**. Please reference the job title in the subject line of your email. The CSE embraces diversity and welcomes all applications from eligible Memorial University students.

Applications will be sorted and sent to the employer for their consideration. Only short-listed student candidates will be contacted for an interview. If a student is successful, the start and end dates of the placement will be confirmed.

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If you have any questions about the position, please contact socialenterprise@mun.ca.