



JOB DESCRIPTION

TITLE: Marketing & Communications Specialist
REPORTS TO: National Director, Marketing & Communications
LOCATION: Hybrid: Head office, Oakville, Ontario and WFH
STATUS: Full time, permanent

Family Enterprise Canada (FEC) is a non-profit, national, membership organization for business families and designated Family Enterprise Advisors. Family Enterprise Canada was created because Family Business is so important to Canada's economic and social wellbeing. Our vision is simple: to empower business families with the resources and support they need to succeed and flourish across generations.

Family Enterprise Canada is also the home of the **Family Enterprise Advisor (FEA)** designation program. This year-long executive education program helps advisors augment their technical skills and better serve their Family Enterprise clients.

Our charitable organization is **Family Enterprise Foundation (FEF)**. As the unified voice of family enterprise in Canada, FEF is focused on educational resources, research and promoting the success and sustainability of entrepreneurial families and their enterprises.

SUMMARY OF ROLE:

Family Enterprise Canada is looking for a dynamic marketer and strong communicator to join our MarCom Team. Reporting to the National Director, Marketing & Communications, you will be responsible for our social media campaigns, member communications, website and collateral copy development, proofreading/editing and so much more!

This position offers the flexibility of working from home, augmented with regular Team days at our Oakville, Ontario office. There will be personal flexibility around working in the office.



RESPONSIBILITIES:

In this role you will be responsible for:

- Creating and executing email newsletters and eblasts using email best practices; focusing on managing email lists, creating engaging, impactful emails, collecting and presenting analytics on email effectiveness;
- Building the social media calendar, creating images, writing posts, tracking and presenting analytics for all our social platforms (LinkedIn, Facebook, Twitter);
- Writing bold marketing copy for use on websites and in marketing materials;
- Helping to support the FEC website (WordPress), including updating web pages, managing assets and posting content;
- Some proofreading and light editing of resources and collateral; and,
- Supporting ad-hoc projects, including simple design projects, video and/or webinar edits, template design and more—as needed and if a good fit with your skills.

REQUIREMENTS:

- 1+ years in a communications and/or marketing role.
- Undergrad degree in marketing or communications, or equivalent
- Strong communication skills: written and verbal—you are adept with words
- High attention to detail, so you don't let anything fall through the cracks
- Excellent interpersonal skills—you are a team player and are interested in working with an outstanding team of committed, fun, warm and friendly people!
- Comfortable with marketing tools such as MailChimp, WordPress, Adobe Creative Suite (Illustrator, InDesign, Premier) or GIMP, Canva, Microsoft Office (Word, Excel), Hootsuite (or related)—and if you don't know the tools, you are comfortable learning them
- Some basic working knowledge of HTML
- Applicants must be legally able to work in Canada.

Does this job sound like a good fit for you?

Send your cover letter, resume and salary expectations to sscott@familyenterprise.ca

Please note: Only candidates that we select to interview will be contacted.