

MARKETING & COMMUNICATIONS COORDINATOR (FULLTIME PERMANENT POSITION)

Heritage Toronto builds a better city by bringing people together to explore Toronto's shared past and peoples' lived experiences. We deliver 80+ public programs annually including tours, plaques, digital programs and exhibitions, the Heritage Toronto Awards, the Emerging Historians program and, most recently, the Equity Heritage Initiative.

WHO YOU ARE

You are a storyteller who loves to engage people with rich content and experiment with innovative formats. You are skilled with social media posting and well-versed in digital marketing best practices. You have experience developing and delivering marketing campaigns and website content, as well as producing videos and other multimedia presentations.

YOUR OPPORTUNITY

Reporting to the Manager of Marketing and Digital Media, this role produces marketing and communications collateral, and promotes programs and initiatives by drafting and posting web content, managing social media content, leading e-communications, and supporting media relations strategies.

YOUR RESPONSIBILITIES

- Manage the design and production of Tours brochures, Annual Report, Awards program, and other print materials.
- Deliver email communications, working on monthly newsletters and special e-blasts; and manage lists for the email system.
- Help maintain the website and lead event page development and posting on heritagetoronto.org.
- Manage social media content by creating posts, engaging with followers, and monitoring trends to boost brand presence and performance.
- Manage photography of events and catalogue images onto our Digital Asset Management system (ResourceSpace).
- Support the communications planning process and help develop editorial calendars.
- Develop, measure, and report key metrics for marketing activities, including data from program participants.
- Create impact reports and profiles on sponsors, donors, and partners.
- Assist with media relations campaigns for all programs and events; maintain and update media contacts list.

YOUR QUALIFICATIONS

- An enthusiasm for the mission of Heritage Toronto.
- Minimum two years of previous experience in a PR, marketing, or communications role, with experience working with arts, culture, or heritage organizations an asset.
- Excellent understanding of current digital and social media strategies, best practices, and content creation.
- Proficiency in digital marketing, email, and website software and analytics (e.g. Hootsuite, Constant Contact, Google Analytics, Wordpress, etc.).

- Graphic design experience is an asset, including proficiency in Adobe Photoshop and Illustrator or related software, as well as experience with video editing software.
- Solid data gathering, analysis, and reporting capabilities.
- Excellent written and verbal communications skills.
- Excellent interpersonal and public relations skills, including an ability to establish and maintain productive working relationships with staff, community stakeholders, and the public.
- Highly organized and flexible; able to work independently and with a team on a number of projects simultaneously.

YOUR JOB

The Marketing & Communications Coordinator is a full-time (35 hours/week) permanent position. You will be working within the current hybrid environment: requiring a minimum of two days a week in our offices at Historic St. Lawrence Hall, 157 King St. East, Toronto. The remaining days will be conducted remotely, interacting with team members over Zoom, Slack, and other communication channels. You will work standard business hours, with occasional evenings and weekends required to support Heritage Toronto meetings and events.

In return for your skills and dedication, we offer an attractive compensation package that includes:

- Competitive annual salary of \$47,000
- Matching pension plan
- 3-weeks paid vacation
- Health, dental and life insurance benefits which includes \$4,500/year health spending coverage

Start Date: May 2025

EQUITY, DIVERSITY, INCLUSION AND ACCOMMODATION

Heritage Toronto is committed to creating a workplace culture of inclusiveness that reflects the diverse residents that we serve. Heritage Toronto is committed to providing barrier-free and accessible employment practices in compliance with the Accessibility for Ontarians with Disabilities act (AODA). If contacted for an employment opportunity, please let us know if you require accommodation at any stage of the recruitment process.

Don't meet every single requirement in this posting? Studies have shown that women and people of colour are less likely to apply for jobs unless they meet every single qualification. If you are excited about this role but your past experience does not align perfectly with every qualification or requirement, we encourage you to apply anyway. You may be just the right candidate.

JOIN US

Interested in joining our team and making a difference in our city? Please provide your resume and a cover letter explaining your interest and key qualifications:

- Via email to info@heritagetoronto.org. Please use the subject line "**APPLICATION: Marketing & Communications Coordinator**", or,
- You can complete and submit the [application form](#) on our website.

Deadline: Friday, April 18, 2025, 11:59 p.m. EST

We thank all applicants for their interest in this position. Only those selected to be interviewed will be contacted.