



Young Adult
Mental Health
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THE FUTURE OF MENTAL HEALTH



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POSITION TITLE: Marketing and Communications Manager

LOCATION: Toronto - in office and temporarily home-based due to COVID-19 APPLICATION

CLOSING DATE: Until Position is filled

SALARY RANGE: \$75,000 - \$90,000 per year

ABOUT STELLA'S PLACE:

Mission: Partnering young adults and professionals to provide a collaborative, innovative model of mental health services.

Vision: Healthy, resilient young adults living the lives they choose.

Values: At Stella's Place, we fundamentally value the capabilities and contributions of young adults, as we seek breakthrough innovations that benefit our community and society as a whole.

We also value:

- Inclusiveness, diversity, and equity
- Accessibility and a sharing of knowledge
- Creativity along with a strengths-based approach

JOB DESCRIPTION:

The Marketing & Communications Manager is central to the success of Stella's Place and an exciting opportunity to shape Stella's Place through the organization's communications, engagement, fundraising and stewardship initiatives. Reporting to the Director of Development, this Manager will be responsible for engaging Stella's Place's community of donors, funders, partners, participants, volunteers and staff through communications & marketing, annual fundraising, and stewardship activities. This role will also oversee the management of the donor database.

The successful candidate will collaborate with the organization to foster a workplace that embraces a diversity of experiences, opinions, and identities, encourages teamwork, and complies with all applicable and regulatory requirements.

Responsibilities for this position include:

Donor Management

Marketing & Communications

- Design and implement annual communications and marketing plans to support Stella's Place's Development strategic goals and objectives
 - Deliver engaging communications to donors and help ensure fundraising targets are met

- o Oversee, produce, and distribute new written and visual communications and compelling marketing materials (e.g. annual report, impact report, newsletters, photography, videos, promotional messaging, presentations, deliverables for the development program)
- o Craft copy for use across multi-media channels, including digital, social media, print and video
- o Oversee website development and performance to drive engagement, revenue, and conversions
- o Develop digital and creative strategies to support fundraising activities
- o Produce media releases and action alerts related to priority campaigns and programs
- o Evaluate media coverage, web analytics, social media, partner deliverables, event attendance, and other metrics to track performance and conversions
- Supervise and mentor the Digital Marketing Officer & Social Media Assistant

Annual Fundraising

- Develop and implement annual campaign fundraising plans
- Meet and/or exceed annual giving revenue targets
- Develop and oversee digital fundraising campaigns
- Oversee and grow Stella's Place's Get Reel Film Festival
- Secure and oversee third-party fundraising events (e.g. relationships, logistics, promotion) to increase revenue & satisfaction with the effort

Stewardship

- Design, implement and oversee an annual stewardship plan to recognize, support and grow Stella's Place's donor community
 - o Work collaboratively with the development team to ensure gifts are properly recognized and acknowledged
 - o Craft and prepare post-event communiqués and thank you letters
 - o Plan and oversee donor recognition events and activities
 - o Ensure regular updates of donor wall and donor listings

Organizational Management

- Contribute as a senior leader to the ongoing growth, development and scaling of the Stella's Place delivery model and the development and planning of key organizational strategies
- Report on metrics across annual campaign and marketing strategies to Development Director and Board quarterly at minimum
- Share responsibility for continued improvement of the organization with respect to collaborative, equity-enhancing, values-based delivery of programs, services, and human resource practices

The ideal candidate for this position will possess the following:

- Postsecondary degree in fundraising, communications, marketing, or related field
- 3 to 5+ years in communications and marketing
- Minimum of three years of experience in leading a development, communications, or marketing team
- Advanced knowledge and use of internet and email fundamentals, Constant Contact, AKA raise & Google Suite
- Familiarity with online content marketing and social media development strategies

- Excellent communication and decision-making skills
- Superior accuracy and attention to detail
- Ability to organize and prioritize work and set deadlines
- Ability to work independently with little supervision
- Ability to work irregular hours, including some evenings and weekends
- Knowledge of young adult mental health service issues and solutions would be considered a tremendous asset

DIVERSITY, EQUITY, AND ACCOMMODATION:

Stella's Place is committed to having a workforce that is reflective of the diversity of the City of Toronto in general and of our participants in particular. We strongly encourage applications from racialized persons, indigenous persons, persons with disabilities, persons of diverse sexual orientation, gender identity and gender expression and all those who can provide and contribute to diversification of perspective at Stella's Place. Stella's Place is committed to hiring practices that are inclusive and barrier free. Stella's Place will provide reasonable and appropriate accommodation during all stages of the hiring process in accordance with the Ontario Human Rights Code in order to ensure the equal and fair assessment of all job applicants. Applicants are asked to make any accommodation request in advance.

SALARY & BENEFITS:

Stella's Place offers a competitive annual salary and a generous health and vacation package; including comprehensive medical, dental and vision health benefits, 3-week vacation and 15 health days annually, prorated to service. Vacation increases after one year of service.

HOURS & REPORTING:

Regular communication, coaching, professional development, and evaluation will take place with the Development Director on a regular basis.

This is a full time position working 40 hours per week, Monday to Friday 9 AM to 5 PM. Weekend and evening work will be required occasionally.

YOUR APPLICATION:

Interested and qualified candidates are invited to submit their cover letter outlining your interest in working with Stella's Place and how you heard about the position (include specific website or network) along with a detailed CV to careers@stellasplace.ca with subject: Marketing and Communications Manager. Close when the position is filled.

We encourage interested applicants to submit early as the hiring committee will be reviewing/evaluating resumes as they are received.

We thank all candidates for their interest. We regret that only those selected for an interview will be contacted.