

MARKETING COORDINATOR

Overview

- ❖ Job Title: Marketing Coordinator
- ❖ Reporting to: Director of Marketing
- ❖ Term: Part-time, permanent
- ❖ Work Hours: 25 hours per week
- ❖ Location: GTA preferred

About Us

Droplets of Mercy is a non-profit organization dedicated to making a difference in the lives of vulnerable communities around the world. Through our projects, Droplets of Mercy aims to empower individuals, promote health and well-being, and break the cycle of poverty through sustainable programming. Committed to transparency and sustainability, we work closely with local communities, ensuring that their efforts have a lasting impact.

About the Position

We are looking for a creative and hardworking Marketing Coordinator to support our mission to lead the change for forgotten communities around the world. You will play a pivotal role in managing and executing on the day-to-day activities of the department, including but not limited to, social media posting, graphic design, video editing, and email & sms marketing. You are someone who has a creative mindset, thinks outside the box, and can handle multiple projects simultaneously.

You are a professional who can tackle individual challenges, and jump in to assist the Director of Marketing in communicating objectives, strategies, team needs, and wins.

About the Role

Key Responsibilities

- Create a variety of content for newsletters, emails, website, press releases, social media posts, sms, presentations, etc.
- Work with the team to ensure the website is updated with current content, functionality and features.

- Support the management of social media channels, including content creation, scheduling, monitoring, and engagement, with the aim of increasing brand awareness and fostering an active online community.
- Create graphics needed for social media channels, newsletters, posters, events, merchandise, etc.
- Create campaign marketing including slogans, taglines, graphics, and themes.
- Ensure clear communication to internal and external teams around the usage of brand guidelines, brand logo, brand colors, and brand assets.
- Coordinate the marketing of events, including fundraisers, awareness campaigns, and community outreach initiatives.
- Any other tasks as assigned by the Director of Marketing.

Skills and Qualifications

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum of 2 years experience working in a marketing role, preferably within the Islamic charity sector.
- Good understanding of best practices in marketing related to social media, email, and website content.
- Proficiency in digital marketing tools and platforms, including social media management tools, email marketing software, and content management systems, such as Canva, Asana, Mail chimp, Slack, or anything equivalent.
- Excellent written and verbal communication skills, with the ability to create compelling marketing content and engage with diverse audiences.
- Strong organizational skills and attention to detail, with the ability to manage multiple projects and deadlines simultaneously.
- Graphic design experience is an asset.
- Team player with excellent interpersonal skills, capable of working collaboratively in a fast-paced environment.

Personality Traits

- You can make and keep friends. You establish and maintain good working relationships throughout the organization.
- You make colleagues feel valued because you're sensitive to their needs.
- You understand and respect that your colleagues expect you to be organized, prepared, detail-oriented and follow through on promises.
- People are inspired by your determination. You make people shine and feel important and engage them with similar values/vision and motivate them to reach goals.

Compensation & Benefits

The compensation for this position is \$30,000 per year. Droplets of Mercy also offers a comprehensive benefits package, which will be activated on your start date.

How to Apply

Apply today by submitting your cover letter and resume (in one PDF document) to hr@dropletsofmercy.org. Please indicate the position title in the subject line of the email.