

**Community Engagement Coordinator  
Parent Resource Centre**

Part-time, Fixed-Term Agreement (28 hours per week)  
August 29, 2022 to March 30, 2023 with the possibility of extension  
\$36,531 - \$41,423 Annually Pro-Rated  
(\$45,663 - \$51,779 annually based on a full-time position)  
Deadline for applications is August 2, 2022

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**Purpose:**

Reporting to the Executive Director (ED), the Community Engagement Coordinator is a key member of the office team at PRC. The incumbent will be responsible for executing communications and fundraising efforts including producing marketing materials, press releases, funding proposals, corporate sponsorships, and supporting social media and email campaigns. S/he will work with the ED to develop and nurture corporate and community partners for the purposes of fundraising and to elevate the profile of the agency in the community. The core responsibilities are as follows:

**Key Responsibilities:**

**Fund Development**

- Promotes the organization to potential donors and maximizes public awareness of the fundraising activities of the organization
- Ensures acknowledgment, recognition and follow up with partners
- Manages submission, execution and reporting of all grants in coordination with appropriate staff and volunteers
- Ensures that we are adhering to the recognition requirements as set out by funders
- Identifies, sources and assists with preparing funding proposals to government, corporations, and foundations
- Ensures all fundraising activities adhere to federal and provincial privacy legislation
- Monitors external markets to identify new partnership and fundraising
- Provides administrative support to the ED around all fundraising and communications activities

**Communications**

- Manages and updates media and community contact list
- Reviews, updates and monitors the organizational communications plan
- Drafts and distributes press releases and editorials
- Manages and creates content for PRC's social media accounts, website and public information displays
- Manages updates and maintenance of the website
- Monitors stats and creates reports in connection with social media accounts
- Plays a primary role in the design, printing and distribution of marketing and promotional tools
- Collaborates with staff to support communications plans around projects and initiatives
- Works with designated staff members to facilitate surveys and polls in the community

**Events Planning/Public Relations**

- Assists with all internal and external events
- Represents PRC, as required, at trade shows and events
- Develops and builds relationships with community businesses and organizations
- Identifies and cultivates community, corporate, and media relationships
- Arranges speaking events and media interviews for the ED

**Job requirements/Hiring specifications:**

- Post secondary education in communications, marketing or public relations or an equivalent combination of education and experience.
- 2 to 3 years of fundraising experience in the non-profit sector, is an asset.
- Strong interpersonal communication skills – including comfortable speaking in large group settings.
- Able to write articles and create content for social media.
- High level of organization, self-starter initiative, attention to detail and follow-through.
- Excellent time management skills with ability to simultaneously manage multiple projects and meet deadlines.
- Maintain a solid work ethic and a consistent approach to diversity, equity and inclusion in the workplace.
- Able to manage confidential information with discretion.
- Advanced proficiency using: Microsoft Office, Mail Chimp, Social Media platforms, Google Analytics, Adobe Suite, and WordPress, is an asset.

**Language requirements:**

English is essential and any other language is an asset.

To apply, please send your resume and cover letter to [selectioncommittee@parentresource.ca](mailto:selectioncommittee@parentresource.ca).

We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.