



Communications & Marketing Coordinator

(Full-Time Position)

York Care Centre is a leading organization in Atlantic Canada providing long-term care, research, and lifestyle living options on a single campus. When it comes to aging care, we do not fit the traditional mold. Constantly reinventing ourselves, we work closely as a team to seek out and implement innovations that lead to making York Care Centre an excellent place to live, visit, and work.

ABOUT THE ROLE

The Marketing and Communications Coordinator will lead in the areas of Communications, Marketing and Design, Social Media and as well provide assistance to our Volunteer Management program. The role requires the candidate to be knowledgeable in the following areas:

Communications: Act as the 'chief storyteller' to capture and share the latest exciting news with our organization and its community; provide overall communications support across the organization on various platforms; develop and implement a communications strategy based on our strategic plan; work in conjunction with the CEO to write and format corporate communications such as annual plans and annual reports; liaise and connect with local and national media to promote the organization and to inform the public; prepare relevant announcements; and plan, capture, create and publish photo and video assets for a variety of communication platforms.

Marketing & Design: Generate and disseminate marketing materials and internal and external communications; support the various teams by coordinating content, developing marketing materials, creating and managing deliverable while ensuring that branding consistency is achieved; design, execute and distribute 'well-branded' marketing materials such as infographics, flyers, posters, videos, etc.

Social Media: Create quality content, and lead meaningful engagement throughout all existing social media platforms, including managing corporate websites; track and analyze web and social media performance; manage and maintain a social media calendar; ensure York Care Centre and its companies have a real-time presence and leadership on-line, driving an active following of relevant audiences; and actively monitor and manage YCC's corporate on-line reputation.

Volunteer Services: In consultation with the Manager, assist with the recruitment process for potential volunteers (advertising, onboarding, facility tours, orientation) and organize transportation for residents who require use of the facility's van.

ABOUT YOU

You have completed post-secondary education in marketing, communications, journalism, public relations, graphic design or related field. You come with a minimum of two years marketing experience and a strong knowledge of social media and digital marketing strategies, best practices and analysis. You have graphic design experience with a strong knowledge of design software. You have proven verbal and written communication skills with experience in writing and producing marketing materials, creative writing skills and a strong attention to detail. Your competencies include Microsoft Office Suite, Canva, Adobe, WordPress and Survey Monkey. You can manage multiple projects and have the ability to collaborate and work effectively as part of a team. Lastly, you have a valid NB drivers license and access to a vehicle.

WHY CHOOSE US?

Our employees have access to competitive wages, a free onsite fitness centre, free parking, ongoing wellness initiatives, leadership programs, a scholarship program, a 'get inspired' engagement committee with a budget to celebrate important milestones and networking events.

Interested in joining our team? Please forward your resume in confidence to:

Human Resources
York Care Centre
100 Sunset Drive Fredericton, NB E3A 1A3
humanresources@yorkcarecentre.ca

Please include '**Communication & Marketing Coordinator**' in the subject line of your email.

We thank all candidates for their interest; however, only those selected for an interview will be contacted.