

# JOB POSTING



## Marketing and Design Coordinator

Daily Bread Food Bank is one of Toronto's most recognized non-profit, charitable organizations and is dedicated to ending poverty and hunger in our communities. Daily Bread solicits and distributes millions of pounds of food to individuals and families in immediate need of assistance through a network of over 130 member agencies. For more information, visit [www.dailybread.ca](http://www.dailybread.ca).

**Job Title:** Marketing and Design Coordinator

**Reporting to:** Manager, Marketing & Communications

**Location:** 191 New Toronto Street, Toronto, ON, M8V 2E7

**Terms:** \$22-26 per hour / 35 hours a week  
Permanent – Full time  
*Daily Bread offers a competitive employer-paid benefit package after three months and an opportunity to join the Group RRSP plan after one year.*

### The Position

Daily Bread Food Bank's Marketing and Communications team is growing and looking for an adaptable, organized, multi-skilled individual with a positive attitude and lots of energy! The successful candidate will have a great eye for design, proven experience using Adobe Creative Suite to create professional and unique marketing materials (newsletters, templates, social content, etc.), as well as some background in CMS (WordPress). Knowledge of HTML and CSS coding is an asset!

This role is primarily a service-centric role, but will require leadership on team initiatives and projects. Excellent project management skills, attention to detail and the ability to communicate clearly with internal and external stakeholders will be essential for success in this role.

Please note that an up-to-date, professional portfolio will be required for review.

### Responsibilities

#### Marketing/Design Wow Factor:

- Work closely with Marketing and Communications Director and Marketing Manager to develop and produce professional quality creative content (web, advertising, brochures, reports, newsletters, etc.) while ensuring a cohesive brand look is maintained
- Design email campaigns (includes developing clean and responsive email templates, collecting assets, troubleshooting technical issues related to HTML templates)
- Scope and create templates to be more efficient and follow website best practices
- Tracking of Marketing and Communications creative briefs and providing project status updates
- Manage freelance vendor relationships and provide art direction on outsourced projects

- Assist Marketing Manager on special projects (may include writing/editing blog posts, drafting marketing messages, social posts and other content as needed)
- Help bring new ideas for design and content creation to the team using your expertise and eye for great design

**You're web savvy:**

- Regular website maintenance (WordPress): update and format content, create new pages/microsites/landing pages, monitor website for performance and updates
- Coordinate and execute change requests from internal departments to keep website and portals up-to-date
- Monitor, evaluate and implement best practices on website for optimal quality and performance
- Google Analytics tracking and reporting
- Provide support in design and implementation of special web features as needed

**Keeping the team organized:**

- Source suppliers/vendors and negotiate pricing according to specs, quantity, price and delivery
- Coordinate archive of communication materials, including photography and video files, stories, printed materials, etc.
- Maintain invoice files for Marketing/Design projects

**Extra Pizzaz! (Key Competencies)**

- Excellent interpersonal and communication skills
- Flexible and able to work in an agile, fast-paced environment
- Must be very organized, resourceful and detail-oriented
- Excellent attention to detail, project management skills and an ability to multi-task
- Always professional and collaborative – you're all about customer service, teamwork and taking ownership of your work
- High proficiency and hands-on experience with Adobe Creative Suite (Photoshop, Illustrator, InDesign), as well as MailChimp and SurveyMonkey
- Demonstrated knowledge of marketing and communication tools and strategies
- Demonstrated skill in the use of CMS platforms (WordPress)
- Experience using Google Analytics (tracking and reporting) and knowledge of SEO best practices
- Knowledge of web standards, browser compatibility issues, and accessibility issues
- Understands website project and content lifecycles; from development, testing and staging to production environments
- Ability to assess what is visually appealing and work with within brand guidelines
- Willing to do other tasks as needed

**Education/Experience (or equivalents)**

- University degree or college diploma in Marketing/Graphic Design or related field or equivalent combination of education and work experience
- 2-3 years' professional experience in the Marketing / Graphic Design field
- Knowledge of HTML and CSS is an asset
- Experience with Luminare and Raiser's Edge a strong asset

## How to Apply

To be considered, please forward the following by **January 25<sup>th</sup>, 2019**:

1. A covering letter stating why you are suitable for the role
2. Your résumé
3. An up-to-date portfolio of work

Human Resources  
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fax: 416-203-0045

*Daily Bread Food Bank is an equal opportunity employer and encourages applications from members of designated groups.*

*Persons with disabilities who need accommodation in the application process, or those needing job postings in another format, please e-mail a request to [hr@dailybread.ca](mailto:hr@dailybread.ca) or call human resources at 416-203-0050, ext. 228.*

*Daily Bread Food Bank thanks all individuals who apply for this position and **will only contact** candidates who are selected for an interview.*