

Job Posting

Communications and Marketing Coordinator

The Canadian Mental Health Association Manitoba and Winnipeg, is part of a 100 year old nationwide non-profit organization that promotes the mental health of Canadians and supports the resilience and recovery of people experiencing mental illness.

Why Choose CMHA Manitoba and Winnipeg?

For a great work/life balance

For career development

For our comprehensive group benefits plan, including extended health, life insurance, and long-term disability coverage

For our CAPB pension plan

For the opportunity to work with a talented team who are passionate and dedicated to mental health recovery and well-being

The Position

The Communications and Marketing Coordinator will be responsible for the development and implementation of comprehensive communications and marketing plans and initiatives that support the strategic plan of the organization. This role will support, develop, execute, and evaluate effective outreach and engagement strategies designed to:

- target and enhance relationships with key stakeholders and external audiences
- generate greater awareness and strengthen the CMHA brand

The Responsibilities

- Liaise with directors and managers to meet communications and marketing needs (e.g. developing press releases, increasing engagement, donations, etc.) by writing communications and marketing plans
- Perform project management duties as needed to implement integrated communications plans and support communications for programs, projects, or partnerships as assigned
- Contribute to strategic communications planning
- Present project reports to help evaluate the success of various marketing campaigns
- Develop and maintain quarterly marketing and communications deliverables work plan
- Management of social and digital media; update CMHA's social media channels in a timely and engaging manner
- Lead content development, updates and maintenance for CMHA website, including reporting on web traffic
- Respond to requests to update agency's website, ensuring program information is up to date and accessible
- Coordination, editing, reviewing content, graphic design and printing in the production of the annual report
- Work as a member of event planning teams to ensure smooth running of events and maximizing attendance
- Preparation of monthly, quarterly, and annual reports as required
- Participate in supervision, staff and program development activities

- Participate in program and agency meetings and committees
- Contribute to agency-wide initiatives to advance the mission and ends of the organization

The Qualifications

- This position requires a degree or diploma in a relevant discipline such as communications or marketing
- Strong knowledge of the principles and practices of marketing and promotion, branding and public relations
- Knowledge of specialized and personal computer systems, Internet, and software applications, particularly Adobe Creative Suite, Microsoft Office Suite, and website content management
- Project management experience, with a commitment to high standards of quality
- Strong social media management skills, including understanding of major platforms and measuring communications reach and impact
- Solid design and conceptual skills with an awareness of current and future trends
- Web site maintenance capabilities
- Google analytics knowledge
- Strong copy editing and plain language writing skills
- Ability to communicate effectively, both orally and in writing
- Ability to assess and prioritize multiple tasks, projects, demands and deadlines
- High level of accuracy, attention to detail and commitment to follow-through
- Demonstrated ability to work independently, collaboratively, and under pressure to deadline
- Demonstrated resourcefulness and innovation to solve problems
- Experience with establishing and maintaining effective relationships and partnership with internal and external stakeholders
- Prior experience working in the non-profit sector is an asset
- Knowledge of the mental health landscape in Manitoba would be an asset
- Bilingualism would be considered an asset
- Personal experience with mental health issues and services, through self or loved ones, would be an asset in this role

At CMHA, employment equity is a factor in hiring. Applicants are encouraged to self-identify on their cover letter if they belong to the following diverse groups: Indigenous persons, persons with disabilities, persons of all sexual orientations and gender identities, visible minorities and newcomers.

The Process

Please submit your resume and a cover letter in electronic form by Monday, July 26, 2021 to lRussell@cmhawpg.mb.ca or by mail to:

CMHA Manitoba and Winnipeg

Attn: Lynn Russell

930 Portage Avenue

Winnipeg, Manitoba R3G 0P8