



Marketing and Communications Coordinator
Developed and Edited: May 2021

Part-time, temporary
\$20/hour
24 hours/week for 11 weeks

About Us: The Fig Tree Foundation is focused on improving the quality of international development initiatives that come out of the Calgary community while supporting a network of organizations that deliver them. The Fig Tree Foundation accomplishes this mission through our four guiding principles: collaboration, effectiveness, sustainability, and transparency and promoting the United Nations' Sustainable Development Goals. We envision a world where all people and communities are empowered, self-reliant, and self-sufficient. We invest in collaboration, capacity building, and community development to transform international development. We are a small team of staff and volunteers who contribute in all our areas of work.

This role is part of the Canada Summer Jobs program. The candidate must be under 30, and a Canadian Citizen, Permanent Resident or officially registered Refugee to be eligible.

Fig Tree Foundation encourages individuals from BIPOC (Black, Indigenous, People of Colour), LGBTQQIP2SAA, and disability communities to apply.

Tasks and Responsibilities:

The Marketing Coordinator reports to the Programs & Operations Manager and works with a small team of volunteers to design a marketing and communications strategy for the organization. The tasks will include developing goals and objectives for the marketing and communications strategy, developing a content strategy, editorial calendar, and social media strategy to connect with our target audiences, including volunteers and donors, and identifying key performance metrics.

Qualifications:

- Excellent writing, communication, and presentation skills
- Knowledge of marketing and communication plans
- Experience in traditional and digital marketing, content marketing, and social media marketing.
- Experience with research using data analytics software
- Working knowledge of content management systems, HTML and design and email software
- Knowledge of digital marketing trends
- Knowledge of international development is an asset.

To apply:

Email your resume and cover letter to paulb@figtreefoundation.com by Friday, May 21st, 2021.
We thank all applicants, however only those selected for an interview will be contacted.