



Communications and Marketing Specialist

Bernard Betel Centre – Toronto, ON

Duration: Full-Time, Permanent

Start Date of Employment: Immediately

The Bernard Betel Centre is a vibrant, growing, active community centre for adults 55+, offering over 90 recreational, cultural, and health and wellness programs each week. We are a non-profit organization with 2,000 members and equal number of non-members participating year round in special events, courses, volunteer opportunities and many other offerings.

The Communications and Marketing Specialist is a full-time, in-person position located at the Bernard Betel Centre. The Centre is seeking a creative, strategic, and technically savvy Communications and Marketing Specialist, to support the membership, fundraising, education, and program teams.

Overview

Reporting to the Executive Director, the Communications and Marketing Specialist, is responsible for the management and implementation of the organization's marketing, social media, strategic communications and branding plans. This role strengthens brand identity, deepens community engagement, and supports revenue generation.

Key Responsibilities:

- Develop, manage, implement and evaluate strategic communications, marketing, identity and branding plans, policies and procedures, including the organization's Communications and Marketing Plan and Brand Guidelines.
- Reinforce and communicate to staff messages related to the Communications and Marketing Plan, train, support and empower departments to deliver communications in alignment with the organization's mission, vision, values, and Strategic Plan.
- Oversee the planning, development, design, distribution, and evaluation of organizational promotional and communication vehicles, including reports, press releases, signage, monthly newsletters, annual reports, advertising, website content, program booklets, social media advertising and promotional materials articles and brochures.
- Engage audiences across traditional and digital media, including managing, maintaining and growing social media platforms, oversee and update the organization's website design and content to ensure consistent messaging is aligned with the Centre's mission and values.
- Stay apprised of current research, best practices, and emerging trends in marketing and communications to foster creativity and innovation in our communication and marketing strategies.
- Responsible for tracking, analyzing and reporting on communications metrics to inform strategy and the continuous improvement and annual communication analytics and insights, and implementing learning.
- Work with various freelancers, including printers, photographers, videographers, vendors and graphic designers.
- Lead major communications infrastructure projects, including the development of a new website, implementation of a CRM system and organizational rebranding.

Qualifications:

- 3-5+ years' experience in communications, and marketing, (preferably in the nonprofit sector).
- Exceptional writing, editing, and storytelling skills.



bernard betel centre

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- Social media platform expertise (Instagram, Facebook, YouTube) and video editing.
- Proficiency with email marketing platforms (e.g., Mailchimp), website management (WordPress), and design tools (e.g., Canva).
- Strategic thinker with strong project management and relationship-building skills.
- Self-motivated, proactive, and resourceful, with a strong ability to take initiative and drive projects forward independently.
- Demonstrated ability to collaborate effectively across departments and contribute positively within a team environment.
- Experience working in the Jewish community or familiarity with Jewish customs, holidays, and lifecycle rituals beneficial and/or interest to learn.
- Excellent interpersonal and organizational, time management and multi-tasking skills.

Language Requirements:

- English
- Russian, Hebrew, and/or Yiddish an asset

Compensation: \$65,000 annually commensurate pending experience.

To Apply

Qualified candidates are invited to submit their resume and cover letter to gailg@betelcentre.org by April 6, 2026.

While we wish to acknowledge and thank all applications, only those candidates selected for an interview will be contacted.

Statement on Employment Equity and Diversity

The Bernard Betel Centre takes pride in serving some of Canada's most diverse seniors' communities. We are committed to fostering an environment of equity and inclusivity where every person can work and receive care safely, openly, and honestly. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, nation of origin, genetics, disability, age, veteran status, marital or family status, belief system, or other factors related to one's personal identity and/or values.

Furthermore, the Bernard Betel Centre is committed to meeting the needs of all individuals in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Human Rights Code.

Accommodations are available on request for candidates taking part in all aspects of the selection process.

We acknowledge financial support from:

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