

**Coordinator, Communications****Bernard Betel Centre – Toronto, ON****Duration: Part-time, 10-month contract****Start Date of Employment: Wednesday, December 1, 2021**

The Bernard Betel Centre is a vibrant, growing, active community centre for older adults, offering over 120 programs each week to seniors (55+) in the community. We are a non-profit organization with members and non-members participating year round in special events, courses, volunteer opportunities and many other offerings. During the COVID-19 pandemic, the Bernard Betel Centre is focusing on preparing and delivering thousands our Meals on Wheels to the community, facilitating dozens of different online and phone conferencing programs, providing safe foot care services in our Chiropody Clinic, offering engaging and meaningful volunteer opportunities, and providing virtual and phone-based community support services.

The Coordinator, Communications is a part-time Maternity Leave position for 3.5 days per week that will include both remote and in-person work at the Bernard Betel Centre. Once the Centre re-opens most of the work will be done on-site. Any work at the Bernard Betel Centre will follow strict COVID-19 safety and physical distancing measures and practices.

The Centre is looking for an experienced, warm, engaging and creative Coordinator, Communications, with the ability to manage the Bernard Betel Center brand and coordinating all of the Centre's marketing and communications requirements, both internally and externally. The successful candidate will have experience working in the non-profit sector demonstrating an ability to engage different audiences. The ideal candidate will work hard to understand and act upon the important mission of the organization and embrace the diversity of our members and community participants.

Our Vision: Enriching Quality of Life for All. For life!

Our Mission: Providing Exemplary and multilingual educational, cultural and wellness programs in a safe and supportive environment to encourage healthy, active and creative living for individuals 55+.

Our Values: Bernard Betel Centre for Creative Living was created by the National Council of Jewish Women to serve the needs of seniors in a way that honoured its Jewish heritage, beliefs, culture and principles. Our values continue to be guided by these principles. Community, Compassion, Creativity, Dignity and Respect

Overview

Reporting to the Executive Director, the Coordinator, Communications is responsible for the management and implementation of the organization's re-opening strategy, marketing, identity, strategic communications and branding plans, and coordinating all the organization's marketing and communications requirements.

Job Duties

- Develop, manage, and implement 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, newsletters, articles, brochures,



bernard betel centre

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advertisements, signage, websites, electronic communication, social media, and marketing material, as well as ensuring visual content (i.e. photography) is aligned with the organization's messages.

- Engage audiences across traditional and new media, including managing, maintaining and growing social media platforms and following, and the management of the organization's website.
- Responsible for reporting and analyzing quarterly and annual communication analytics and insights, and implementing learning.
- Work with the Executive Director to develop a re-opening strategy and materials.
- Operates as a collaborative member of the Bernard Betel Centre team, and demonstrates a warm, caring, respectable, and professional relationship when interacting with all stakeholders.

Other Job Requirements

- Degree or Diploma in a relevant field of study that may include, but is not limited to communications, public relations, journalism, or marketing, or related experience.
- Demonstrated strategic communications planning skills.
- Demonstrated experience developing content and social media strategies and overseeing social media channels.
- Proven superior written and verbal communication and interpersonal skills.
- Experience with Microsoft Office Suite, WordPress, Canva, and MailChimp.
- Demonstrated time management skills with the ability to quickly set priorities and manage multiple projects in a timely and effective manner.
- Proven ability to promote a team environment with a collaborative approach to work.
- Experience working in the non-profit sector and/or the Jewish community is an asset.
- Proficient verbal and written skills in Russian, Hebrew, French, or Spanish is an asset.

Please submit your cover letter and resume by email to Gail Gould at gailg@betelcentre.org by **5:00 pm on Friday, November 5**. We thank you for your interest, but only candidates selected for an interview will be contacted.

The Bernard Betel Centre is committed to reflect the communities we serve and to nurture a respectful and inclusive work environment for all. We encourage qualified applicants of all ages, races, colours, ethnic origins, religions, abilities, gender identities, gender expressions and sexual orientations to apply. Candidates invited for an interview are encouraged to inform us on your application of their accommodation requirements.

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