

**Canada Summer Jobs Posting - Digital Marketing Coordinator
May 2026**

Summary:

The Digital Marketing Coordinator will play an important role in expanding the digital presence and strengthening how Rosedale United Church and The Rosedale Centre connect with the broader community. Working across both brands, the Coordinator will help enhance the visibility, accessibility, and reach of programs and events by developing engaging online content and ensuring information is clear, timely, and easy to access for youth, seniors, families, and newcomer communities.

The Coordinator will support key digital initiatives, including website updates, e-commerce features, email campaigns, and social media content as part of a coordinated year-long promotions plan. The role will also contribute to on-site operations by welcoming visitors, assisting with administrative needs, and collaborating with staff, volunteers, and community partners to support smooth day-to-day activity in our shared spaces.

Key Responsibilities:

- Develop a year-long digital promotions plan for programs and events, including a detailed content calendar, digital asset creation, and a multi-platform implementation schedule
- Update and manage website content to ensure timely, accurate, and engaging information related to programs, events, rentals, and community initiatives
- Support the development of e-commerce features for online program registration, ticketing, or fundraising initiatives
- Design and schedule social media content across platforms such as Facebook, Instagram, and LinkedIn, ensuring consistent brand voice and community relevance
- Create email marketing templates and campaigns for both the Church and Centre, including newsletters, event announcements, and program updates
- Track and analyze email, social media, and website performance metrics; prepare regular reports and recommend improvements
- Engage directly with online audiences, responding to comments, messages, and inquiries in a timely and professional manner
- Assist with the integration of social media contacts and email subscribers into a CRM system, including list segmentation, data entry, and maintenance
- Collaborate with staff, volunteers, instructors, and community partners to gather content and support coordinated promotional efforts
- Maintain organized cloud-based digital filing systems for marketing materials, photos, templates, and promotional assets
- Assist with front-line office reception and provide support to visitors, program participants, renters, and event attendees as needed
- Support photography and content collection at programs, events, concerts, and community activities
- Ensure all public-facing materials reflect consistent branding, professionalism, accessibility, and accuracy

Work Environment & Physical Requirements:

- This position reports to the Executive Director
- This is an in-person position, working in an open workspace environment during regular business hours
- Candidates must be comfortable working with frequent interruptions and changing priorities
- Evening and weekend work may occasionally be required to support community activities

- Candidates should be comfortable moving throughout a large multi-level facility and occasionally assisting with light event-related tasks or setup support

Canada Summer Jobs Requirements:

- Applicants must be under the age of 30 at the beginning of the employment period
- Applicants must be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment (international students are not eligible)
- Applicants must have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with Ontario legislation and regulations

Experience & Education:

- Minimum of two (2) years of post-secondary education in marketing, communications, public relations, digital media, journalism, or a related field; equivalent experience may be considered
- Experience with social media platforms, including Meta for Business
- Experience writing and updating website content
- Experience using Canva to design social media and traditional advertising campaigns
- Experience using Google Workspace and/or Microsoft Office applications for reporting, digital file maintenance, communication, and collaboration
- Experience with cloud-based file management and digital collaboration tools
- Strong working knowledge of social media platforms, digital engagement strategies, and current online communication trends
- Experience working in a non-profit, community, arts, or customer-service environment is an asset
- Experience with photography, video editing, or short-form video content creation is an asset
- Have command of the English language, including clear and professional verbal and written communication skills

Skills & Abilities:

- Strong writing, editing, proofreading, and verbal communication skills
- Excellent organizational and time management skills, with the ability to manage multiple projects and deadlines simultaneously
- Creative thinker with strong attention to detail and an eye for design, branding, and audience engagement
- Comfortable learning and adopting new digital tools, platforms, and technologies
- Able to work independently while contributing positively within a collaborative team environment
- Reliable, self-motivated, and committed to high standards of professionalism and customer service
- Proactive problem-solver with sound judgment and the ability to adapt in a fast-paced environment
- Strong interpersonal skills with the ability to interact professionally with community members, partners, performers, volunteers, and staff
- Ability to exercise discretion and maintain confidentiality in an open office and community setting

Employment Terms & Compensation:

- 8 weeks of employment beginning mid-June
- 35 hours per week
- \$20/hour

How to Apply:

- Please send your resume and cover letter to application@rosedaleunited.org