

# BLUE DOOR

**Title:** Marketing and Communications Student

**Job Status:** Student Placement 40 hours/week

**Job Region:** All Blue Door Locations in York Region (Work at Home/In Person)

**Salary:** \$18.50/hour

**Job Summary:** Reporting to Blue Door's Marketing and Communications Manager, the Marketing and Communications Student will support Blue Door's Marketing team and support with the website, podcast, social media, general marketing, as well as administrative duties.

## Responsibilities

### *Media Relations*

- Maintain and update media contact lists.
- Establish new and ongoing relationships with local and broader community media outlets
- Track media coverage monthly
- Write and send media articles, releases, and event invites.

### *Podcast*

- Assist with the On The Way Home podcast in coordinating with guests, booking calendar invites, and podcast social media.
- Help manage Blue Door and Blue Door's podcast On the Way Home's social media accounts by posting, engaging with followers, and increasing the number of followers.
- Develop promotional materials for the podcast.

### *Content Creation & Marketing*

- Support with writing copy for, updating, and maintaining Blue Door's website.
- Develop social media graphics and copy.
- Research and develop ways to attract new followers and subscribers both to social media and the e-newsletter
- Write, source content, and design engaging and strategic bi-weekly e-newsletters
- Support with the promotion and creation of fundraising and event marketing materials
- Capture videos and photos of Blue Door's programs
- Stay current on the latest marketing and design trends
- Help build positive relations with the community, funders, and external parties

### *Branding*

- Assist with the creation, printing, and distribution of the Blue Door's annual report.
- Uphold brand guidelines across the Agency including all marketing and promotional materials (e.g. infographic flyers and posters, all signage, program brochures, etc.)

- Manage and update Blue Door's Brand Guide and Brand/Communication Assets as needed
- Conduct interviews with clients/participants and write impact stories.
- Coordinate the production of B-roll and updated photographs of all Blue Door programs.
- Update Brand guidelines according to industry trends and standards

#### *Uphold Agency Policies*

- Represent the organization in relationships with select funders/sector stakeholders and at community events as required.
- Able and willing to promote harm reduction practices.
- Additional duties as needed.

#### **Respect and Professionalism**

- Maintain professionalism in the workplace.
- Working cooperatively alongside and supporting all Blue Door team members and departments.
- Adherence to the mission, vision, policies, and procedures of the agency.
- Able and willing to promote harm reduction practices in accordance with core standards.
- Attend internal staff meetings and staff training as required.
- Maintain the confidentiality of all client and agency information.
- Fosters positive and appropriate relationships with clients, colleagues, community partners and volunteers.
- Provides referrals and follow-up as necessary.
- Meets with manager on a regular basis and participates in completion of annual performance evaluation.

#### **Occupational Health & Safety**

- All employees are responsible for carrying out work in a way that does not adversely affect their own health and safety and that of others.
- All employees shall learn and understand health and safety policies and procedures and will comply with them.
- All employees must be able and willing to work within all programs and with flexible schedules.

#### **Qualifications**

- Currently enrolled in a College or University program related to Marketing, Communications, Public Relations, or related.
- The ability to work well independently and in a team environment.
- Demonstrated strong organizational and written communication skills.
- Flexible and adaptable.
- Proven effective interpersonal skills.
- Experience with using databases (Salesforce, Monday.com, etc.) considered an asset
- Proficient in Microsoft Office and teams.
- Valid Vulnerable Sector Screening report

- Valid Driver's license, reliable vehicle and insurance. Ability to travel throughout York Region.

Blue Door is committed to the development of a staff and leadership team that reflects the incredible diversity of the communities we serve. We promote the principles of intersectional anti-racism and anti-oppression and adhere to the tenets of the Ontario Human Rights Code. We both welcome and encourage applications from members of groups with historical and/or current barriers to access and equity, including Indigenous peoples, Black people, racialized people, members of 2SLGBTQIA+ communities, people with disabilities, and people with lived experience of homelessness. Blue Door is a unionized work environment.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and Blue Doors AODA Policy, accommodation will be provided in all parts of the hiring process. Applicants need to make their needs known in advance.

All applications will be reviewed as received, and interviews will begin for qualified candidates as soon as possible. The position may be filled before this job posting ends. Only candidates selected for an interview will be contacted. Please submit a cover letter and resume to

[hr@bluedoor.ca](mailto:hr@bluedoor.ca)