



MARKETING & SOCIAL MEDIA MANAGER

TITLE: Marketing & Social Media Manager

POSITION TYPE: Full-Time Permanent

REPORTS: Senior Manager

LOCATION: Mississauga

INDUSTRY: Not-for-profit

COMPANY PROFILE

Founded in 2004, Jake's House is a Provincially and Federally funded Canadian charity with a mission to provide meaningful support to families living with autism across the country. Recognizing that more than any other single issue, families dealing with autism need a community, Jake's House is committed to growing a strong network of people who understand and care - a family, determined to provide tangible solutions at every stage of life.

In addition to growing a caring, committed community, Jake's House offers a continuum of structured services to provide practical help today and lasting hope for tomorrow. Through four strategic offerings – social events for the whole family; mentoring programs for youth; employment opportunities for young adults; and housing for the aging population – Jake's House supports individuals on the spectrum throughout their entire lifespans.

Through these events and services, as well as other strategic initiatives, Jake's House strives to empower individuals with autism; offer their caregivers support and respite; raise awareness; share resources; and build a caring community. Jake's House is dedicated to delivering assistance to those who need it right now, while also determined to establish a support system for future generations.

The ideal candidate will be working with a dynamic, fast-growing organization, collaborating with a passionate, dedicated team.

JOB OVERVIEW

Jake's House is seeking an innovative and driven Marketing & Social Media Manager to lead the organization's marketing efforts, including social media strategy, content development, and brand visibility. This role is key to managing all aspects of marketing and communication, ensuring Jake's House reaches its audiences effectively through impactful storytelling and strategic engagement. The ideal candidate will have a strong background in marketing, copywriting, and graphic design, and will thrive in a fast-paced, mission-driven environment.

KEY RESPONSIBILITIES



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- Develop and implement comprehensive marketing plans that align with Jake's House goals, supporting all programs and initiatives.
- Manage the social media strategy, including content creation, posting, and community engagement across various platforms.
- Develop marketing resources and assets, including flyers, postcards, presentations, and other collateral to support programs and events.
- Regularly update the Jake's House website, ensuring alignment with the overall marketing strategy.
- Write copy for blogs, newsletters, social media posts, and promotional materials, reflecting Jake's House's mission and values.
- Collaborate with cross-functional teams to conceptualize and execute marketing and participant recruitment campaigns.
- Analyze the performance of digital marketing efforts, making data-driven decisions to optimize strategies and improve engagement.
- Design and manage marketing materials, ensuring brand consistency across all touchpoints.
- Support event marketing and assist with the preparation and execution of various events including career fairs, galas and holiday parties.
- Monitor industry trends, emerging platforms, and competitor activities to identify opportunities for growth and differentiation.
- Work closely with external agencies and vendors to ensure timely production and delivery of assets.
- Assist with managing the marketing budget, including tracking expenses and processing invoices.

REQUIRED QUALIFICATIONS

- Bachelor's degree in marketing, Communications, Business, or a related field.
- Proven experience (3+ years) in developing and executing successful marketing campaigns.
- Strong understanding of digital marketing, social media management, content creation, and analytics.
- Proficiency in graphic design software (e.g., Canva, Photoshop) and website management tools (e.g., WordPress).
- Excellent copywriting skills with the ability to craft engaging, mission-driven content.
- Strong project management, prioritization, and organizational abilities.
- Creative thinker with the ability to generate innovative ideas and strategies.
- Collaborative team player with leadership skills and the ability to work cross-functionally.
- Passion for the nonprofit sector and dedication to making a positive impact.
- Experience in event marketing or nonprofit marketing considered an asset.
- Familiarity with SEO best practices and email marketing tools considered an asset.

Ideal Candidates (Culture Fit):

- Self-motivated, proactive, resourceful, and results driven.
- Adaptable, resilient, can switch gears and hats quickly, thrives in fast-moving environments.
- Strong communications skills, relationship building abilities, and a customer service mindset.



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- Keen interest in staying up to date with digital technology trends.
- Experience in recruitment-focused marketing and fundraising, considered assets.
- Kind and empathetic, understanding the families we support always come first.
- Experience working for a non-profit/charity or with special needs individuals considered an asset.
- Fluency in French considered an asset.