



## MARKETING AND CREATIVE COORDINATOR FULL-TIME

Villa Charities Inc. (VCI) is a registered charity and non-profit organization that enriches lives through experiences and services that honour Italian culture and heritage. For more than 50 years across the GTA, Villa Charities has provided cultural and educational programs and supported culturally sensitive long-term care and independent living apartments for seniors. VCI fulfills their mandate through a broad range of activities, services and facilities, both directly and in conjunction with its affiliates and independent organizations. Affiliates include Columbus Centre and Joseph D. Carrier Art Gallery; Villa Colombo Homes for the Aged Inc. in Toronto; Villa Colombo Seniors Centre (Vaughan) Inc. Di Poce Centre; Italian Canadian Benevolent Seniors Apartments Corporation/Casa Abruzzo Benevolent Corporation with apartments for independent seniors (Caboto Terrace, Casa Del Zotto and Casa Abruzzo); and Leonardo Da Vinci Academy. Each of these organizations is an integral part of the Villa Charities family with separate legal status and its own governance Board. For more information visit [villacharities.com](http://villacharities.com).

Additionally, Villa Charities is Great Place to Work® Certified™, an official recognition for employers who create an outstanding employee experience and an amazing workplace culture. Every day, our team works hard to deliver our mission of enriching lives through experiences and services that honour Italian culture and heritage.

### POSITION SUMMARY

In this position, the **Marketing and Creative Coordinator** will be responsible for supporting the Marketing team with the implementation of marketing and communications initiatives for Villa Charities and its affiliate organizations. The successful candidate will have excellent creative, graphic design and writing skills, superior project management capabilities as well as a working knowledge of digital marketing (CRM, ads, social media, email marketing and website management).

This role reports to the **Marketing and Digital Manager**.

### KEY RESPONSIBILITIES:

- Assist with the implementation of integrated multi-channel marketing and communication plans.
- Facilitate marketing requirements of internal departments and affiliates.
- Maintain brand guidelines and ensure adherence from all internal stakeholders and third-party organizations.
- Manage Master Critical Path and Marketing Calendar
- Assist with graphic design and production of all Signage, Promotional Materials, Program Guides, Annual Reports and other brochures.
- Assist with coordinating print production as needed.
- Set up and manage Eventbrite event pages.
- Assist and provide support as needed with digital marketing (newsletters/eblasts, website updates, digital screens) and social media creative material.

- Coordination of special projects as needed to support the marketing team (e.g., Holiday ecard campaign).
- Assist with tracking and coding marketing invoices and receipts.
- Liaise with design and agency partners as well as printers and other suppliers.
- Provide marketing collateral summaries for sponsor fulfillment reports.
- Manage all third-party marketing requests and approvals.
- Assist with grassroots and community outreach programs that align with programs/services and reach multiple targeted audiences.
- Assist with marketing partner, arts partner and venue partner creative approvals.
- Attend events as needed to take photos/videos for marketing requirements.
- Develop and manage marketing asset libraries (photo bank, logo files, event assets)
- Provide administrative, PR and communications support to Director, Marketing and Communications as required.
- Perform other duties as assigned.

**TO BE SUCCESSFUL, YOU WILL REQUIRE:**

- A university/college education or equivalent combination of education and professional marketing, fundraising or PR experience.
- One or more years of marketing, PR, fundraising or related experience – advertising production and experience working with agencies is considered an asset.
- Proficient in creative applications including Canva, Photoshop, InDesign, Illustrator, Premiere Pro, After Effects.
- Proficient in office applications including Microsoft Office (Excel, Word Outlook, PowerPoint)
- Working knowledge of digital platforms (Google Ads, Wordpress/Elementor, MailChimp/Constant Contact, Google Analytics and social media management and analytics tools).
- Ability to take direction and conceptualize creative design incorporating brand assets.
- Ability to organize time and resources with multiple priorities and deadlines.
- Excellent communication skills in English, both written and verbal, with high attention to detail.
- Knowledge of the Italian language and/or Italian Canadian community is considered an asset.
- Must be able to work independently with minimal supervision.
- High energy, positive attitude, flexibility, teamwork, and high degree of initiative.
- Must be able to work occasional evenings and weekends.

**SALARY**

**\$50,000-55,000 Per year**

**GENERAL RECRUITMENT STATEMENT**

Villa Charities Inc. is an equal opportunity employer committed to a diverse and inclusive workplace. We recruit and hire without discrimination and are committed to fair and accessible recruitment practices.

Accommodation is available upon request for candidates participating in all stages of the recruitment and selection process, in accordance with applicable legislation.



Villa Charities Inc. does not use artificial intelligence in its recruitment process. We thank all applicants for their interest; only those selected for an interview will be contacted.

This posting is for an existing vacancy.

## **HOW TO APPLY**

Interested in making a lasting impact with a collaborative and high performing team? Please email your resume and cover letter to **[careers@villacharities.com](mailto:careers@villacharities.com)**.