**Volunteer Online Marketing and Advertising Coordinator**

**JOB TITLE:** Volunteer Online Marketing and Advertising Coordinator

**AGENCY:** The Blair Road Neighbourhood Association (Cambridge, ON)

**SUMMARY:** The Volunteer Online Marketing and Advertising Coordinator will be responsible for creating and implementing all advertising and online marketing strategies for the Blair Road Neighbourhood Association’s (BRNA) community programs and events. This volunteer position will manage the BRNA’s website, social media presence, and event advertising. The Volunteer Online Marketing and Advertising Coordinator will also advise board members on marketing and advertising strategies that will help the BRNA maintain a positive presence with community members and stakeholders. This position requires a commitment of 5 to 10 hours of volunteer work a month.

**RESPONSIBILITIES:**

* Design and create online and print advertisements for community programming and events, such as newsletters, brochures, and event flyers
* Manage digital marketing/advertising programs (social media, website)
* Identify new opportunities for enhanced community exposure through online marketing and advertising
* Conduct website updates and content development
* Maintain communication with BRNA board members through email and occasional monthly meetings

**EXPERIENCE AND QUALIFICATIONS:**

* Partial or full completion Post-Secondary degree or diploma in Online Marketing/Advertising or similar field, or equivalent experience
* 1-2 years of digital advertising experience
* Strong organizational and communication skills
* Ability to work collaboratively as well as independently with no supervision
* Knowledge of Publisher or similar software
* Knowledge of web development an asset
* Knowledge of Photoshop an asset

**Please send your resume by email to:**

info@blairroad.org

**Application Closing Date:** March, 2018