



Job Opportunity: Marketing Coordinator

Rate: \$15/hour | **FULL OR PART-TIME** | **Apply by:** June 30, 2021

This position is supported by Canada Summer Jobs. To be a candidate, you must reside in the Lanark-Frontenac-Kingston constituency and be between the ages of 16-30 years old.

The Marketing Coordinator is a primarily remote-based position responsible for writing engaging content, managing social media, planning and coordinating fundraising, drafting grant applications, and assisting in all other digital communication projects to support the overall mission at the Sweet Sanctuary. We are looking for someone that is passionate about creating a kinder world for animals through story-telling. You will play a key role in growing the sanctuary audience, reach, and donations.

Specific responsibilities include but are not limited to:

- Establishing a marketing and communications calendar
- Writing engaging content to inspire kindness and compassion for animals
- Increasing our digital reach, audience, and donor base
- Managing end-to-end rollout of campaigns
- Creating donation pages and integrating on website
- Creating engaging digital content for use across platforms, such as short videos, infographics, reels and images using Adobe Creative Suite
- Drafting content and images for social media channels, scheduling posts in HootSuite, and managing social media platforms
- Drafting content for email marketing, events, and fundraising to support our mission objectives
- Maintaining and updating the Sweet Sanctuary website in WordPress
- Developing and maintaining a donor email schedule
- Creating and publishing email campaigns
- Writing stories of the residents for our website and sponsorship package
- Providing analytics and reports for social media, email marketing and the website
- Searching for grant opportunities and grant writing
- Communicating effectively with staff and volunteers
- Brainstorming fundraising ideas, social media opportunities, stories, etc., to further our reach
- Supporting our on-site tours and events (if possible to resume) and our social media

Required Experience: At least one year of direct experience managing social media or online fundraising

To apply: Please apply via email no later than June 30, 2021. Only those selected for an interview will be contacted. Please be prepared to provide 3 references and a police check.



About us: Founded in 2018, the Sweet Sanctuary is a volunteer-run charity built on a belief that all animals deserve to be treated with kindness, compassion, and respect. Located just outside of the Nation's Capital in Carleton Place, Ontario, the sanctuary sits on 85 acres of safe haven. Including a magical pig forest, goat mountain, and sprawling pastures, the sanctuary is currently home to 40 animals and growing.

What days at the Sanctuary look like: We pay close attention to each animal's individual needs and provide the hands-on care to ensure their overall health and happiness. Providing for the animals includes daily chores of feeding and cleaning, necessary medical care, appointments with vets and farriers, and documenting their health records. We pay close attention to their behaviours, noting changes to understand their needs.

Activities in summer are vastly different; maintaining clean drinking and bathing water, filling up mud holes for pigs, applying sunscreen and fly spray, or covering the horses with flysheets and masks. We also maintain the land, which includes reseeding pastures, moving manure, raking, clearing brush, and establishing new areas for the animals. The winter activities are about warmth and health; covering horses, goats and pigs with blankets as needed, ensuring water troughs are not frozen, paying close attention to illness and behaviours, and maintaining the usual schedule of feeding and cleaning.

In addition to the hands-on work with the animals, it is our responsibility to showcase their stories, fundraise, and communicate with our audience. We do this through social media and hosting events (pre-COVID), email marketing, and maintaining a public website. We have big plans for the animals, and a goal to open up more space for them, which we need funds to implement. Fundraising is a major effort to continue operations.

Where we're headed: Supporting the growth of the Sweet Sanctuary is important for all of the animals, and is something our board of directors work hard to facilitate. Summer students will play a key role in fulfilling our mission for the animals, and help us continue to grow the organizational capacity to help more animals in need. It is our hope that these summer jobs turn into meaningful long-term employment opportunities.