

Roots and Wings CSJ 2024 Marketing Coordinator

Job Description

OPIRG Employee 9-week term

- May 13 - July 12, 2024
- Total Wages = \$4738.50
- Approx. 270 hours (flexible)

This is a Canada Summer Jobs Position. The incumbent is an employee of the Ontario Public Interest Research Group (OPIRG) Kingston. The incumbent must be a Canadian citizen, permanent resident or person who has been granted refugee status in Canada. International students and youth awaiting a refugee status ruling, as well as those who hold a temporary visitor visa, youth visa or work visa are ineligible. Payment will be made on a regular, biweekly schedule. Income tax will be deducted according to TD1 form(s) filled in at the start of employment.

About Roots and Wings

Roots and Wings Kingston is a working group under OPIRG Kingston. It serves youth of colour between the ages of 8 and 14 in Kingston, ON, with specific programming targeted towards girls, trans, Two-Spirit, and gender non-conforming adolescents. Through Roots and Wings, youth engage in structured and enjoyable activities centered around heritage building, community engagement, identity exploration, skill development, and social justice.

At R&W, we create programming through collaborative feminist praxes that encourages youth to explore their identities, engage in local and global social justice issues, be empowered to teach and share their skills and talents, and build community and connect with local activists.

The Canada Summer Jobs Marketing Coordinator will help to promote Roots & Wings in the community, engaging with local organizations and groups that interact with racialized families in Kingston. This is a flexible role. The incumbent may work remotely for some of the tasks but will need to be local to the Kingston-region for in person outreach-related tasks. **The CSJ Marketing Coordinator's main role is to create a strategic plan (a living document) for community and volunteer outreach that can be used and updated in the future.** The incumbent will report to a member of the core R&W team and will work collaboratively with other members of the Roots and Wings Collective.

Role and Responsibilities

The CSJ Marketing Coordinator will work closely with the R&W Collective and the Summer Program Coordinator to increase youth and family engagement with Roots & Wings by developing a marketing and fundraising strategy to engage community stakeholders, including volunteers and families, by creating a promotional plan for the year, and by connecting with community organizations to promote Roots & Wings.

Develop a Marketing and Fundraising Strategy

- Map out community organizations that share our core values in the community to collaborate with in the future (offer workshops, participate in events etc.)
- Document best practices for engaging community stakeholders
- Create a living document that can be referenced to:
 - Connect with potential volunteers
 - Connect with families and organizations connected to families that understand and share our core values
 - Better understand the needs of and the changing resources within our community
- Develop a high-level fundraising strategy by researching and applying to relevant funding channels

Connect with Stakeholders

- Track contact information and connect with community organizations/groups to find volunteers and potential R&W families, including but not limited to connecting with the schools/school boards before academic year ends
- Create a high-level overview calendar to document the best times and methods of connecting with relevant community organizations
- Working with the Summer Program Coordinator, connect with community stakeholders to better understand the needs of racialized youth and their families in Kingston
- Alongside the Summer Program Coordinator, participate in Roots & Wings summer outreach events

Create Promotional Materials and Other Media

- Draft communications (emails, posters, social media posts etc.) to engage current and potential families and volunteers
- Create promotional material for various locations (specific events, targeted organizations or partnerships, social media etc.)
- Create Skeleton Park activity with the Summer Program Coordinator
- Work with the Summer Program Coordinator to plan R&W fall/winter curriculum

Competencies

- Strong organizational skills (required)
- Research analysis and data-collection skills (required)

- Strong communication skills (required)
- Ability to work independently (required)
- Ability to create safe and welcoming spaces for Black, Indigenous, People of Colour and two-spirit, lesbian, gay, bisexual, trans, queer, + youth and their families (required)
- Interest in social and environmental justice (required)
- Experience in marketing (considered an asset)
- Experience engaging with funding channels, including applying for grants (considered an asset)
- Knowledge of Kingston-area community groups (considered an asset)
- Knowledge of poster design platforms, such as Canva
- Knowledge of social media platforms

Compensation

- May 13 - July 12 (9 weeks)
- Total Wages = \$4738.50
- Approx. 270 hours (flexible)

Important Notes

As a grassroots community organization committed to serving Black, Indigenous, and other racialized families in Kingston, we strongly encourage people who identify as Black, Indigenous, or persons of colour to apply.

We aim to be inclusive to all people. Please let us know how we can better accommodate you in the interview process.

How to Apply

Please send your resume and cover letter to rootsandwingskingston@gmail.com no later than **May 7, 2024 at 11:59pm.**