

About Kayla's Children Centre

Kayla's Children Centre (KCC) is a Jewish day school, therapy clinic, and recreational centre for children with disabilities, behavioural challenges, and complex medical needs. With a whole-family approach to care, Kayla's provides hundreds of children with educational, therapeutic, and extracurricular activities year-round and offers support and respite for families.

Our team is small but mighty, and we are looking for a collaborative self-starter to help bring our marketing to the next level. There is plenty of space for creativity, big ideas, and exciting projects—so if you are passionate about marketing and supporting children with disabilities and their families, this might be the job for you!

More information about KCC can be found at <https://kaylaschildrencentre.org/>

About the Role

We are looking for a passionate and organized Marketing Coordinator who will work with the Director of Marketing to manage KCC's brand. This person will be responsible for:

- Developing content and maintaining content calendar for social media accounts, with a primary focus on Instagram
- Capturing photos and videos of students/clients to be used in marketing materials
- Designing weekly parent newsletter and monthly community e-blasts using Canva and Mailchimp
- Managing web content and website functionality using Wordpress
- Ensuring our branding and key messages are consistent across all marketing materials
- Designing print and digital marketing materials for our school, therapy clinic, camp, and fundraising/events (including but not limited to: social media posts, flyers, brochures, sell sheets, event invitations)
- Other marketing, event, and fundraising duties as needed

About You

- 1-3 years of experience in marketing
- Post-secondary education in social media, communications, graphic design, or marketing
- Knowledge of and experience with Adobe Creative Suite, Canva, Wordpress, Mailchimp
- Organized, detail-oriented, and collaborative
- Outstanding problem-solving skills and written/verbal communication skills
- Passionate about education, community building, and/or disability and inclusion
- Experience with video editing an asset
- Experience with SEO and digital advertising an asset

Job Type: Full-time

Salary: Competitive pay and benefits commensurate with experience