



## ***Untap The Blue Ocean of Human Thriving In Canada***

### **About Us:**

The Northpine Foundation (“Northpine”) invests in demonstrable, sustainable change for the betterment of Canada. The focus of Northpine is to rigorously support Canada's underserved, underinvested, and underprivileged – people in both urban and rural centres whose opportunities have been limited by economic and social disadvantages. This is done through facilitating, funding, and following a spectrum of investments on impactful initiatives that open opportunities for some of the most marginalized members of the population. Northpine combines best practices with an appetite for risk to manifest its willingness to invest in new, untried approaches, knowing that some may fail. Northpine’s resources and annual giving capacity will rank it among Canada’s top private foundations. Northpine’s core value of kindness is exhibited through acting as a professional, innovative, reflective, aggressive, and impactful force for good.

### **The Opportunity:**

We are seeking an energetic, creative, and enthusiastic **Communications Specialist** who will help us connect people, organizations and opportunities, and support Northpine in increasing awareness and visibility of our work among diverse groups of stakeholders. You are ready to put your storytelling skills, expertise, and tools to work to help us tackle the biggest challenges Canada faces today – from food security, housing and education to pollution and climate change. Most importantly, you share our belief that each interaction, each choice, needs to be guided by kindness, and like us, you are inspired to help create a better Canada.

You will organize the events, manage the website and social media platforms and meetings for the diverse participants of our community. Additionally, you will develop external communications and marketing materials, including media posts, audience reports, etc. You should have experience working with events & marketing within the social sector ecosystem and preferably also multiple sectors. We are looking for someone who knows how to communicate with different audiences to amplify impact for underinvested and underserved communities in Canada.

### **Key Responsibilities:**

- Write content for print and digital, including blog posts, newsletters, reports, proposals, and other collateral.
- Manage and monitor Northpine’s social media platforms including content creation, campaign management, engagement activities and reporting/analytics.
- Manage and create content for Northpine’s website.
- Organize and execute email marketing campaigns.
- As the inhouse brand champion, support the team with formatting and visual presentation of reports, presentations, and other materials.
- Plan and coordinate meetings and events.

- Support Northpine’s portfolio organizations on communication needs to amplify impact.
- Maintain Northpine’s knowledge management library.
- Serve as point of contact for media inquiries and support media outreach by writing news releases and media pitches and managing Northpine’s media list.
- Create graphics, videos, illustrations, and photography in support of all communications activities.

**Skills and Experience:**

- Post-secondary education in communications, marketing, public relations, or journalism
- A minimum of 3-5 years of relevant work experience.
- Excellent writing skills with an emphasis on writing for the web and social and traditional media.
- Graphic design skills and experience with Adobe Creative Suite required.
- Good understanding of content management systems (WordPress), SEO principles and Google Analytics.
- Familiar with HubSpot or customer relationship management (CRM) tools.
- Event coordination and management experience.
- A keen sense of aesthetics and working within brand guidelines.
- Highly organized, meticulous, and able to manage multiple projects.

**Additional Attributes:**

- Entrepreneurial approach.
- Hone a work culture and processes that empower others to tackle uncertainty. Failure is an opportunity to learn, not a limitation. You will help build this learning machine.
- Familiarity with Canada’s social development ecosystem.
- Excellent communicator and know how to adapt messages to different audiences.

**Compensation & Benefits:**

The salary range is \$55,000 - \$70,000, with a competitive benefits package including:

- Premium health and dental benefits package
- After a 90-day probationary period, you are eligible for our very generous RRSP contribution program, wherein you accrue a 4% RRSP contribution with no matching requirement and an additional up to 4% matching your own contribution (within CRA contribution limits)
- 4 weeks’ vacation
- Flexible working arrangements and telecommuting. We may setup a headquarters in the Greater Toronto Area in the future, but operate in co-working spaces, innovation incubators or partner offices until then, as well as opportunities to work remotely elsewhere
- Home office support, including technology and phone/internet stipends
- Professional development time, funding, and coaching to fuel your growth. In addition, you will join a team of fun, smart, enthusiastic, and ambitious people driven to make a positive impact

**How To Apply**

This position is open to candidates anywhere in Canada with remote work available. Occasional local travel to events or communities required

We encourage all to apply regardless of your background. We understand that many skills are transferable, and passion is built over time. Be part of a work culture that thrives on valuing the voice of our employees and the communities we serve. You will oversee projects with autonomy, creating tools that can advance Northpine.

If this sounds like your dream job and you have an insatiable desire to help people change their lives, please click this link to the application portal where you can complete the 20-minute assessment, along with submitting a max. 2-page resume, a 1-page cover letter and portfolio of writing or design samples (e.g. press releases, articles, reports, social media plans, website content).

**Application Deadline: June 10, 2022**

**Application Link: <https://www.linkedin.com/jobs/view/3084377837/>**

We appreciate you investing your time to go through this application process. However, only those selected for an interview will be contacted.

Northpine is an equal opportunity employer. We value lived experience. Our dedication is to promote justice, equity, diversity, and inclusion.

If you are contacted for an interview, please advise us of any accommodation measures that would enable you to be assessed in a fair and equitable manner. Information relating to these measures will be addressed confidentially.