



Communications, Social Media & PR Coordinator

About Starlight Canada:

Starlight Children's Foundation® Canada does what no medicine can do: create priceless smiles and memories for seriously ill children and their families. For over 30 years, Starlight Canada has been spreading joy to sick kids across the country through a unique blend of hospital to home programs designed for the whole family. With your help, together we can create more magic in-hospital, grant more wishes out-of-hospital and spread more sparkles across Canada!

Position Summary:

The Toronto office of Starlight Children's Foundation Canada is seeking a dynamic individual to assist with our social media and communications calendars, putting together contact lists, creating and distributing e-Newsletters, writing/proofing press releases and other relevant marketing materials, and updating our website.

Communications, Social Media, and PR Coordinator Duties:

The main role of the Communications, Social Media, and PR Coordinator will be to assist and support the Starlight Communications Officer in all phases of planning and delivery, including:

- Assist in the creation of marketing materials such as e-Newsletters, press releases, inspirational stories, flyers, donor/sponsor recognition, and more;
- Assist in the planning, writing, and scheduling of an average of 3 social posts a week;
- Engage with the online community in a respectful way;
- Put together and organize media, subscriber, sponsor, and donor contact lists;
- Escalate issues and newsworthy tweets and social posts as needed;
- Create Twitter lists for targeted PR purposes;
- Compile social media reports;
- Assist with the development of sponsor impact reports and proposals;
- Compile quotes for marketing materials;
- Donor and sponsor communications such as bios, reports, etc.;
- Organize and archive previous photos/videos;
- Post blog entries;
- Update our website with relevant materials;
- Video brainstorm and developments;
- Master Google news alerts and assist in tracking coverage received;
- Help create Google Ads to reach a broader audience.

Starlight Children's Foundation Canada

200 Consumers Road, Suite 809, Toronto, ON M2J 4R4

T: 416.642.5675 or 1.888.880.1004 | F: 416.642.5667 | www.starlightcanada.org

Your Skills Include:

- Experience with social platforms such as Facebook, Twitter, Instagram, LinkedIn, and TikTok;
- Strong writing and proof-reading skills;
- Detail-oriented and organized. Uses good judgement and asks questions as needed;
- Able to take direction well and work independently when needed;
- General administrative tasks;
- Proficient computer skills and the ability to work with Microsoft Office software including Word and Excel;
- Graphic design abilities (Canva or Adobe Illustrator);
- Excellent at reading and communicating in English. The ability to read and write French is a bonus, but not required;
- Google Ads experience a plus, but not necessary;
- Knowledge of media communities, personalities, and channels in Toronto and nationally is a bonus, but not necessary.

We are active on Twitter, Facebook, Instagram, LinkedIn, YouTube, TikTok, Hootsuite, SproutSocial, Mailchimp and Canva for the backend of our communications planning and delivery. Training will be provided as needed.

Please note at the present time, this position is work from home based. This may change at any time.

Note: This role may require brief contact with children and may require a Police Reference Check.

If you would like to join our team, please e-mail hr@starlightcanada.org. In your e-mail, please include your resume and a brief paragraph about yourself and your experience, why you are applying for this opportunity, and how you feel you can contribute. In addition, please include the names and contact phone numbers for two references.*

Starlight Canada will accommodate the needs of people with disabilities in our hiring process.

**All candidates will require a reference check prior to becoming a Starlight Communications, Social Media & PR Coordinator. We thank all candidates that apply but only qualified candidates will be contacted for an interview.*

Please quote **Communications, Social Media & PR Coordinator** in subject line.

The salary range for this position is \$40,000 - \$47,000.

Thank you for your interest in joining our team! We look forward to hearing from you.

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