Communications & Marketing Coordinator (Social Media Manager & Admin Support) Contract

Location: Remote (Canada-based)

Reports to: MAPS Canada Executive Director

Time commitment: up to 20 hrs/week (80/month)

Compensation: $28/hour

Term: 6 months part-time contract

Position Summary

The Marketing Coordinator is an integral member of our MAPS Canada team. Working closely with the Executive Director, committee leads and volunteers, this position will provide support in achieving MAPS Canada goals, executing our marketing plan, assisting our fundraising efforts, and developing content and digital marketing strategies and materials.

Key Responsibilities

Marketing Leadership & Strategy

- Responsible for implementation of MAPS Canada's marketing plan in alignment with organizational goals.
- Coordinate marketing objectives related to projects with volunteers/committees across organization; oversee volunteers on projects as needed (e.g., graphic design and video projects)

- Develop and present proposals to leverage MAPS Canada’s community reach for priority initiatives and fundraising efforts.

Content Creation & Social Media Management

- Develop monthly content design and other visually engaging assets as needed for YouTube thumbnails, Instagram, Facebook, LinkedIn, and other platforms.
- Create and schedule holiday-specific and campaign-related posts that reflect MAPS Canada's brand identity and mission.
- Lead the creation of all email and social media campaigns, including content planning, copywriting, graphic design, and scheduling.
- Write engaging, platform-specific captions and topic-specific hashtags optimized for reach and engagement.
- Design promotional materials such as brochures, banners, newsletters, and marketing slide decks for sponsors and events.

Campaign & Project Coordination

- Use ClickUp to organize content creation workflows, deadlines, and publishing schedules.
- Coordinate with internal teams and volunteers to ensure timely delivery and approval of content.
- Draft newsletters and emails, as needed, ensuring cohesion with broader goals.

Admin Support

- Email tracking and responses
- Webinar coordination
- Volunteer appreciation and coordination
- Other tasks as identified

Data & Analytics

- Track and report on key metrics across all marketing channels including email, website, and social media.
- Evaluate campaign effectiveness and make data-driven suggestions for improvement.

Required Skills & Proficiencies

- Strong organizational, planning, and project management skills
- Clear verbal and written communication
- Excellent attention to tone, clarity, and branding
- Attention to detail
- Advanced knowledge of Microsoft Office Suite
- Skilled in marketing platforms like Canva
- Experience using ClickUp
- Familiarity with Google Analytics, WordPress (or other CMS platforms)

Education & Experience

- Minimum 1 year of experience in a marketing or digital content role, preferably within the life sciences, health, or non-profit sector, and coordinator/manager role
- Demonstrated experience with social media content creation, visual branding, and digital marketing strategy.
- Proven ability to balance short-term campaign execution with long-term strategic planning.
- Comfortable working independently in a fast-paced, remote, and collaborative environment.
- A continuous learner who is experimental and analytical in their marketing approach.

Bonus Qualifications

- Experience with nonprofit marketing or fundraising campaigns.
- Experience supporting virtual and in-person event marketing.
- Familiarity with YouTube monetization strategies.