



Empowering people
Launching ideas

DIGITAL MARKETING & COMMUNICATIONS COORDINATOR

ABOUT RISE

Empowering People. Launching Ideas.

Rise is a Canadian charity that empowers individuals with mental health and addiction challenges to become entrepreneurs and transform their lives. It invests in people and their potential nationwide. Through flexible financing, training, mentorship, and other tailored supports, Rise enables individuals to learn the skills and access the capital they need to build a small business for meaningful employment, economic empowerment and personal well-being.

Since 2010, Rise has disbursed 980 loans totaling over \$4 million. With the support of 640 volunteers, it has empowered 4,000+ people as entrepreneurs, strengthening communities across Canada.

Learn more in our [2024 Impact Report](#) & through some of [our clients' stories](#).

YOUR OPPORTUNITY

Are you a creative, purpose-driven communicator, looking for a high-impact role to take the next big step in your career? Rise is a growing organization seeking a motivated and savvy **Digital Marketing & Communications Coordinator** to help expand our reach and deepen our impact.

Reporting to the Director, Marketing & Communications, you will play a pivotal role in building our national brand and shaping how our story is told—both online and off. This is a unique opportunity for an ambitious, early-career professional ready to roll up their sleeves, make their mark, and build their skills in a supportive, inclusive, mission-driven environment.

We're looking for a digital innovator with exceptional writing skills and a strong understanding of digital marketing strategies to help us grow our online community and increase stakeholder engagement. As the Digital Marketing & Communications Coordinator, you'll be responsible for the day-to-day development and execution of our digital strategy, including content creation, social media management, organic and paid campaigns, website oversight, and analytics. You will be a brand steward and strategic advisor on how we communicate with our clients, volunteers, donors, partners, and supporters. From big-picture strategy to everyday details, you'll gain hands-on experience across the full spectrum of communications and exposure to all aspects of non-profit operations. Your work

will make a meaningful contribution to the success of our programs and in the lives of our diverse, resilient and inspiring clients.

Finding the right person for the job:

This is a full-time role open to candidates across Canada. While you will be a core member of the Rise Marketing & Communications team headquartered in Toronto, ON, we welcome applicants nationwide. If you're located in the Toronto area, the role will follow a hybrid model; otherwise, it can be performed remotely.

KEY RESPONSIBILITIES:

Digital Communications & Content Development

- Develop and implement integrated content strategies for social media, website, email, and other digital platforms
- Manage the Rise content calendar to ensure campaigns, events, programs, services, and messaging priorities are effectively promoted and aligned with organizational goals
- Create engaging, inclusive, and on-brand content (copy, graphics, video, etc.) tailored to different audiences
- Write and edit content across channels, including social posts, newsletters, and reports
- Maintain and update website content; manage routine updates and coordinate with vendors on technical improvements
- Monitor digital analytics across platforms (Google Analytics, social platforms, email)

Social Media & Community Management

- Manage Rise's social media presence across platforms (Instagram, Facebook, LinkedIn, YouTube) to grow and engage our online community, reach new audiences and build brand awareness
- Develop and schedule regular content; monitor engagement and respond to comments/DMs; identify and escalate potential issues
- Develop and execute data-informed paid ad strategies to promote Rise and contribute to program and volunteer recruitment goals
- Track performance and trends; use insights to refine strategies and grow engagement
- Prepare monthly and campaign-specific reports with actionable insights and recommendations

Brand Stewardship & Design

- Ensure consistent brand voice, tone, and visual identity across digital and print materials
- Create and support the development of visual assets using brand templates and tools like Canva (e.g. social graphics, digital banners, brochures, decks, etc.)
- Collaborate with internal teams (e.g. Client Success, Development, Programs) to advance cross-functional organizational goals and objectives
- Act as a brand advisor to staff, leadership and partners

ESSENTIAL QUALIFICATIONS:

- Post-secondary degree or diploma in marketing, communications, social media, or a related field. A combination of relevant education and work experience will be considered.
- 2 to 3 years of experience in digital communications, marketing, or a related field (non-profit, agency or start-up experience a plus)
- Strong command of social media platforms, trends and tools, with experience managing impactful organic and paid campaigns on behalf of a brand/organization
- Excellent writer with strong attention to detail and a demonstrated ability to connect with different audiences across various channels and mediums
- Strong proficiency with digital marketing and analytics tools (e.g. Meta Business Suite, Ads Manager, MailChimp, Google Analytics) and social scheduling tools (e.g. HeyOrca)
- Basic graphic design and content creation skills (Canva, Adobe Suite, basic video editing, etc.)
- Experience with website content management systems (e.g. Drupal, WordPress)
- Experience with Microsoft Office Suite, including Excel, Word, PowerPoint, SharePoint
- Strong interpersonal skills
- Highly organized, detail-oriented; able to manage multiple projects and competing deadlines

The successful candidate will be required to provide an acceptable Criminal Record Check in their home province.

ASSETS:

- Knowledge of the mental health, entrepreneurship, or social impact spaces
- Experience creating communications to support fundraising/business development
- Knowledge of SEO and Google Workspace, Google Ad Grants
- Bilingual in French and English
- Experience working on a hybrid team, with colleagues located across Canada.

PERSONAL ATTRIBUTES:

- Curious, innovative, eager to grow; ready to take on new challenges and excel in the job
- Team player who enjoys working collaboratively with a variety of stakeholders, from colleagues to clients and executive leadership
- Resourceful self-starter, unafraid to take initiative to meet and exceed goals/objectives

WHAT WE OFFER:

- A chance to do meaningful, purpose-driven work every day
- A high-trust and high-responsibility workplace where your ideas and initiative are welcomed
- An organizational commitment to providing staff with meaningful learning opportunities that foster an inclusive environment, personal wellness and professional development

- A flexible remote/hybrid work structure
- A comprehensive benefits package, including enhanced health, dental and Critical Illness coverage
- Employee & Family Assistance Program (EFAP)
- Generous vacation and additional time off (paid personal days and non-statutory floater days)

Rise is committed to employment equity and diversity in the workplace. We actively seek racialized and indigenous persons, people with disabilities (including people who have experienced mental health and addiction challenges), and additional diverse identities for our team.

APPLICATION DEADLINE:

While we thank all applicants for their interest, only those selected for interviews will be contacted. All applicants are advised that, where needed, accommodation for disabilities will be provided on request. This includes accommodation throughout the recruitment process.

To apply for this exciting career opportunity, please send your resume and cover letter by **Friday, June 20, 2025**, to Mary Barcellos, HR Specialist, at mpdbarcellos@rogers.com. Please include "Digital Marketing & Communications Coordinator" and your name in the subject line. The salary range for this position is **\$48,000 to \$52,000**, with generous benefits, vacation, floater and personal days.