



**JOB TITLE:** Social Media & Marketing Coordinator

**ORGANIZATION:** Ancaster Community Services

**LOCATION:** Ancaster, Ontario (Hybrid – on-site presence required for events and content)

**HOURS:** 20–25 hours/week (flexible; up to 35–40 hours during peak campaigns such as November–December)

**REPORTS TO:** Executive Director

**Position Start Date: May 2026**

## **ABOUT US:**

Ancaster Community Services (ACS) is a non-profit, multi-service agency serving the Ancaster and surrounding areas. We support seniors, low-income families, youth, and individuals through programs such as Meals on Wheels, Frozen Meals, Food Bank services, Assisted Volunteer Driving, Shopping for Seniors, Holiday Assistance, Babysitting Course, and The Net Youth Engagement Program. Our work is rooted in compassion, community connection and dignity for all.

## **SUMMARY OF POSITION:**

We are seeking a creative, community-minded Social Media & Marketing Coordinator to lead and execute ACS's digital presence and storytelling. This role is ideal for someone who is both strategic and hands-on, who is capable of developing campaigns while also creating engaging day-to-day content. You will play a key role in increasing awareness, engagement, and support for ACS programs, events, and fundraising initiatives.

## **ROLES AND RESPONSIBILITIES:**

### Content Creation & Social Media

- Manage and grow ACS social media platforms (Facebook, Instagram, LinkedIn, YouTube, and emerging platforms as relevant)
- Develop and execute a content calendar aligned with campaigns, programs, and events
- Create engaging content including graphics, short-form video (Reels), photography, and written posts
- Attend events to capture live content and community stories

### Marketing & Communications

- Maintain and update the ACS website (WordPress)
- Design print and digital materials (posters, brochures, newsletters, signage)
- Support e-newsletter development and distribution
- Ensure consistent brand voice and visual identity across all channels

### Strategy & Analytics

- Develop and implement an annual social media and marketing strategy
- Monitor trends, tools, and best practices in digital marketing and the non-profit sector

- Track analytics and prepare regular performance reports with insights and recommendations

### Community Engagement

- Monitor and respond to messages, comments, and inquiries in a timely, professional manner in compliance with ACS's Social Media Policy & Guiding Principles
- Collaborate with staff, volunteers, and community partners to amplify impact
- Support storytelling that reflects the diversity and dignity of the community served

### Administrative & General Support

- Assist with marketing budgets and ad placements
- Support other organizational priorities and events as needed

## **QUALIFICATIONS:**

### Required

- 1+ year of experience in social media management, marketing, or content creation
- Proficiency with tools such as Canva, Meta Business Suite, and basic video editing platforms
- Post secondary education in Marketing, Communications, or a related field (or equivalent experience)
- Experience managing websites (WordPress preferred)
- Strong writing, editing, and visual storytelling skills
- Excellent time management and ability to work independently
- Comfortable working occasional evenings/weekends for events
- Previous experience managing a small-scale budget
- Proficient skills in Microsoft Office (Word, Outlook, Excel, PowerPoint, Publisher)
- Familiarity with email marketing platforms (e.g., Mailchimp)

### Assets

- Experience in the non-profit sector
- Strong knowledge and awareness of the Ancaster community
- Basic understanding of paid social advertising

## **COMPENSTATION & BENEFITS:**

- The position will be paid on an hourly basis. **\$23-26/hr** based on experience
- Flexible work environment
- Mileage reimbursement for work-related travel
- Agency Laptop will be provided

Please email your cover letter, resume and (if possible) samples of social content to, [ancastercommunityservices@gmail.com](mailto:ancastercommunityservices@gmail.com) no later than **4pm on Wednesday, April 15<sup>th</sup>, 2026**.

*Note, Applications will be reviewed on an as-received basis.*

*We thank all applicants, however, only those candidates selected for interviews will be contacted.*

***Ancaster Community Services is committed to equity, diversity, and inclusion. We encourage applications from individuals of all backgrounds, including those from underrepresented communities. Accommodation is available throughout the recruitment process in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). Please let us know if you require accommodation.***