



**Carefirst Seniors & Community Services Association** is a non-profit community services agency. Since 1976, we have provided community support, home and personal health care services in a holistic manner to seniors, individuals with disabilities, and those with medical needs in the Greater Toronto, York, and Mississauga regions.

With a staff of 500 members (including full-time and part-time staff) and the help of a pool of 850 active volunteers, we serve over 15,000 clients a year, including seniors and the physically disabled; 3,000 of whom are "home-bound" and frail.

We are currently seeking a **Marketing & Fundraising Coordinator** to join our Fundraising/Central Administration Team.

### **Responsibilities:**

#### *Marketing:*

- Work with the Program Director to develop, implement, and evaluate marketing plans and strategies designed to inform clients, employees, and the general public of Carefirst initiatives
- Gather, research, and prepare communications material (ie. posters, brochures, advertisements, invitation cards, plaques, reports, website content, press releases, presentations) for internal and external audiences
- Initiate and maintain contact with the media, and support the execution of community-facing advertising at local events
- Coordinate with outside agencies to manage projects within budgets and timelines
- Develop and organize meetings, ceremonies, and other events for publicity and fundraising purposes
- Support post-project analysis and reporting for continuous process improvement and to track and measure results

#### *Fundraising:*

- Identify and develop corporate, community, and individual prospects for Carefirst's fundraising priorities
- Monitor trends in the community and adapt fundraising strategies as necessary
- Solicit sponsors and donors for Carefirst events and programs (ie. Charity Gala, Summer Charity Walk, Radiothon)
- Process donations received and maintain an updated database of donors and sponsors

#### *Administration:*

- Provide overall administrative support to ensure the effectiveness and efficiency operations of front desk staffing, mailing services, phone systems, etc.
- Interact with internal and external customers in a friendly and helpful manner consistent with the Agency's service model
- Any additional administrative duties required

### **Requirements:**

- Degree or Diploma in Marketing, Fundraising, or Communications
- 2 years' of relevant experience
- Superior time management and multitasking skills, with ability to prioritize tasks with minimal supervision
- Ability to create fundraising and marketing campaigns and opportunities, with high level of attention to detail
- Able to work independently with excellent problem solving and ability to work under pressure
- Strong written and verbal communication and interpersonal skills to establish and maintain relationships with media, sponsors, and donors
- Proficient computer skills in Microsoft Office
- Ability to lift up to 30 pounds
- Occasional evenings and weekends are required
- Fluency in English and Cantonese; Mandarin is an asset
- A valid Ontario G driver's licence and access to a vehicle

- A valid vulnerable sector police record check completed within one year

Carefirst is an equal opportunity employer. We are also committed to an environment that is barrier free. If you require accommodation during the hiring process, please inform us in advance to arrange a reasonable and appropriate accommodation.

While we thank all candidates for their interest, only those selected for an interview will be contacted.

**Please send your cover letter and résumé to:**

The Hiring Committee, Carefirst Seniors & Community Services Association  
300 Silver Star Blvd | Scarborough | ON | M1V 0G2  
Email: [hr@carefirstontario.ca](mailto:hr@carefirstontario.ca)  
Fax: (416) 502-2382  
Website: [www.carefirstontario.ca](http://www.carefirstontario.ca)