



**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 Marketing & 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
- Edit and write internal and external communications (ie. posters, advertisements, award submissions, media releases, website articles, presentations, etc.)
- 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
- Assess funding proposal requirements, develop compliant proposal outlines, and compile, edit, and write standard proposal components for multiple submissions
- 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:**

- Post-secondary degree or diploma in Marketing, Fundraising, or Communications
- 2 years' of relevant experience, grant/proposal writing experience is an asset
- Excellent time management, with capacity to multitask and manage multiple projects at the same time
- High degree of literacy; excellent oral and written communications skills with expert writing, editing, proofreading, and impeccable spelling and grammar
- Strong interpersonal skills to establish and maintain relationships with media, sponsors, and donors
- Ability to create fundraising and marketing campaigns and opportunities with attention to detail
- Able to work independently with excellent problem solving and ability to work under pressure
- Tech Savvy, knowledgeable to modern technology, proficient in Social Medias, Microsoft Office, Audio-visual editing tools or other relevant software and hardware
- Occasional evenings and weekends may be required
- Proficiency in English and a second language reflecting the community served, such as Cantonese or Mandarin, is an asset
- A valid Ontario driver's license and access to a reliable vehicle
- A valid vulnerable sector police record check completed within one year

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

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)

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.