



Position Title: Community Engagement Coordinator

Date: 2025

Terms of Employment: Full Time. 1 year Contract. Days with some mandatory evenings.

Location: Thunder Bay Community Foundation, Chapple Building

PURPOSE OF POSITION

The Community Engagement Coordinator will serve as a representative of the Thunder Bay Community Foundation as a point of contact for donors, community partners and agencies. This position reports to the CEO and also takes direction from the Operations and Communications Coordinator (OCO). The Community Engagement Coordinator is responsible for leading community engagement initiatives and will assist with the implementation of the Foundation's programs and services. The incumbent will be an effective leader, ideally with experience in planning, development, and implementation of effective community relations strategies aligning with the goals of the Foundation. The Community Engagement Coordinator maintains a customer service focus in all interactions with Foundation constituencies including, but not limited to, donors, alumni, agencies, volunteers, board members and the community at large.

POSITION OVERVIEW

Community Engagement (Time Allocation: Approximately 45%)

- Develop and implement a Community Engagement Strategy to attract new donors, agencies and partners
- Plan and develop public relations strategies and activities in support of the Foundation's brand, image and relations with donors, prospective donors, agencies, board members, volunteers, employees and community at large
- Assist CEO with strengthening the Legacy Giving Program
- Participate in consultations with community agencies/bodies in support of community issues and actions
- Represent the Thunder Bay Community Foundation on the "Empower the North" Committee
- Assist with any Community Foundations of Canada funding projects as well as any community-specific projects initiated at the local level
- Represent the Thunder Bay Community Foundation at community events to foster relationships and partnerships

Marketing and Communication (Time Allocation: Approximately 30%)

- Lead the development and execution of a Giving Tuesday campaign to raise awareness and support for the Thunder Bay Community Foundation
- Collaborate with grant and student award recipients to produce digital impact reports showcasing the outcomes of Foundation support
- Identify and tell meaningful stories from donors who support the Foundation, highlighting their impact on the community (written and video)
- Assist with social media content creation, scheduling and boosting when needed
- Assist with updating website using content management system
- Work with the CEO and OCO to develop an annual Marketing strategy and advertising schedule

Operations (Time Allocation: Approximately 15%)

- Participate in the creation and execution of annual Foundation plans inclusive of timelines and responsibilities for development and execution
- Assist in the identification and development of new initiatives
- Support the Board of Directors and Foundation team regarding community needs
- Assist with the Foundation's Scholarship & Bursary Program, Alumni Reception and Grant Program

General Administration (Time Allocation: Approximately 10%)

- Support CEO and OCO in all aspects of fund development
- Provide administrative support as needed, including but not limited to scheduling meetings, taking minutes, and participating in committee meetings
- Assist in the production of a Procedure Manual to streamline internal processes and ensure consistency
- Assist with data entry into Foundant, the Foundation's donor database
- Perform other duties as assigned or requested

KNOWLEDGE, SKILLS, REQUIREMENTS

- Minimum of 3 years' experience in the charitable sector and familiarity with applicable Canada Revenue Agency (CRA) regulations
- Previous experience in community engagement, nonprofit development, or related roles preferred.
- Strong interpersonal skills with the ability to work and build relationships with donors, partners, volunteers and the community
- Excellent written and verbal communication skills, with a passion for storytelling and conveying impact
- Experience with creating and giving presentations to individuals and groups
- Strong administrative, organizational and problem-solving skills
- Attention to detail

- Discretion in dealing with private, confidential or sensitive personal information
- Excellent computer skills, including knowledge of CRMs
- Ability to work independently, prioritize tasks, and meet deadlines in a fast-paced environment
- A team player with energy, enthusiasm and a strong work ethic
- Experience or understanding of fundraising principles and donor stewardship
- Ability to work comfortably in Microsoft Office suite (Excel, Word, PowerPoint)
- Ability to learn new programs/CRM database software
- Experience in developing engaging video content
- Experience using social media as an advertising and engagement tool
- Persuasive and creative – able to visualize the coming together of images, graphics, and copy to craft a compelling story
- Proactive with excellent project management skills and proven ability to handle multiple assignments and set priorities

QUALIFICATIONS

- Post-secondary education, preferably in Communications, Marketing, Public Relations, or other related fields
- Valid Class G Driver's License and access to a reliable vehicle

OTHER INFORMATION

- Salary range: \$45,000
- Work hours: 9AM – 4:30PM, Monday through Friday. Some after-hours required.
- Workplace is a physical location inside the Chapple Building.
- Candidate must be a new entrant into the workforce, are transitioning to a new career, or the unemployed or underemployed who are entering a new field.
- Candidate must have not previously participated in an NOHFC funded internship in the 2020 Mandate.
- Candidate must be 18 years of age or older.
- Candidate must be legally eligible to work in Canada.
- Once hired, the candidate must reside in the Northern Ontario community in which they are employed.



This opportunity is proudly supported by Northern Ontario Heritage Fund Corporation and is funded through the Workforce Development Program. Eligibility requirements of the program can be found here:

<https://nohfc.ca/en/pages/programs/people-talent-program/workforce-development-stream>