

Job Description

Job title	Marketing Coordinator (Full-time, 40 hours/ week)
Reports to	Marketing Manager

Centre Overview

[105 Gibson Centre](#) (105GC) is a faith-based community care centre, established by the [Toronto Christian Community Church](#) (TCCC) in 2013. Striving towards equity, belonging and wholeness, our vision is to be good neighbours who provide hope in God, transforming people by building an inclusive, caring and engaged community together with local partners. Our mission is to serve the local and those in need, and to share with them the compassion and hope of Jesus (Luke 4:18, Micah 6:8).

Reporting structure

This position is reporting to the Marketing Manager.

Position Summary

We are seeking a creative, detail-oriented, and driven Marketing Coordinator to support the execution of our marketing strategies and campaigns. The successful candidate will work closely with the Marketing Manager and various ministries/departments to ensure timely and effective communication of our brand, programs, and services across multiple platforms.

Qualifications

Personal Qualifications:

- Subscribe to TCCC's [Tenets of Faith](#) and 105GC's vision, mission and values. Kingdom-minded, with the best interest of TCCC and 105GC in mind always instead of only focusing on own role and responsibilities.
- Committed and spiritually matured disciple of Christ.
- Passionate in serving people of all ages, ethnicity, culture, background and needs.
- A customer-service-oriented mindset with a commitment to creating a positive and welcoming environment.
- Ability to maintain confidentiality and handle sensitive information.
- Positive attitude, with a strong sense of initiative and attention to detail.

- g) Flexibility to work evenings or weekends as needed, based on centre's services and programming.

Education Qualifications:

- a) Bachelor's degree in Marketing, Journalism, Communications, or a related field, or an acceptable combination of education and relevant experience.

Experience Qualifications:

- a) Minimum of 2 years of experience in marketing, communications or editorial role (Canadian experience is an asset).
- b) Experience in writing, editing, and producing publications for print and/or digital formats.
- c) Proficiency in creating graphic and video content using tools such as Canva, Adobe Creative Suite, or similar.
- d) Proficiency in social media platforms and email marketing tools.
- e) Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, etc.).
- f) Familiarity with content management systems (e.g., WordPress) and basic SEO principles is an asset.
- g) Familiarity with marketing communication procedures, advertising, and production processes.
- h) Experience working with diverse market segments including older adults, youth, families with young children, and culturally diverse communities.

Skills and Competencies Qualifications:

- a) Strong organizational, verbal, and written communication skills with excellent attention to detail.
- b) Excellent critical thinking, problem-solving, analytical, and time management abilities.
- c) Ability to work independently while maintaining effective communication within a team.
- d) Creative mindset with a collaborative spirit—comfortable contributing to brainstorming sessions and design direction.
- e) Detail-oriented and capable of managing multiple priorities under tight deadlines.
- f) Willingness to work evenings and weekends as needed.
- g) Strong writing skills in English (writing samples may be requested).
- h) Fluent in spoken English and Cantonese (Mandarin is an asset but not required).

Duties and responsibilities

This position is responsible for, but not limited to:

- a) Assist in planning, executing, and monitoring marketing campaigns (digital, print, social, and event-based).
- b) Coordinate and contribute to editorial publications (e.g., newsletters, donor reports, annual reports) including content planning, writing, editing, and layout coordination.
- c) Develop dynamic written, graphic, and video content for various marketing materials.

- d) Collaborate with ministry teams to gather impact stories and updates for publication content.
- e) Manage social media channels (Facebook, Instagram, LinkedIn, etc.) and track engagement and growth.
- f) Support the creation and distribution of email marketing campaigns using platforms like Mailchimp.
- g) Assist in organizing promotional events, community engagement activities, and media opportunities.
- h) Track and report on the performance of marketing initiatives using analytics tools (Google Analytics, social insights, etc.).
- i) Maintain and update the marketing calendar to align with organizational priorities.
- j) Coordinate with vendors, web designer, graphic designers, writers, and other service providers.
- k) Ensure brand consistency and editorial quality across all communications and marketing materials.
- l) Support internal communication and cross-departmental collaboration on projects.
- m) Other duties assigned by 105GC management from time to time.

Expected Work Schedule

- a) The position may require occasional evening and weekend hours to support community programs and events.
- b) Fast-paced, team-oriented environment with a strong emphasis on community service and engagement.
- c) Office-based at the centre, with occasional travel or off-site events as needed.

Responsible departments and functions

Marketing team

Application

Interested candidates are asked to submit a detailed resume outlining their qualifications and experience to:

Human Resources
105 Gibson Centre
105 Gibson Drive, Markham, L3R3K7
Email: hradmin@105gibson.com
Webpage: 105gibson.com

Deadline for applications: May 3, 2025

We thank all applicants, however, only those considered for an interview will be contacted.