

Mission: Empowering youth to find and build their communities.  
Vision: All youth participate in shaping a vibrant community.



**Position:** Engagement Coordinator

**Responsible to:** Engagement Director

**Primary Function:** To achieve our mission of empowered youth, we need our communities engaged in supporting our goals. As an Engagement Coordinator, you will play a pivotal role in fostering connections, amplifying our message, and cultivating support from diverse stakeholders. This position blends communication and fund development to help us build strong and trusting relationships and generate sustainable growth for our organization.

Essential Skills and Abilities:

- Can collaborate with a variety of people, cultures and organizations.
- Can communicate effectively and appropriately with all stakeholders.
- Can comfortably work in teams or act independently, taking initiative as appropriate.

**Key Responsibilities:**

#### **1. Communications:**

- **Content Creation and Management:** Develop engaging content for various platforms, including social media, newsletters, website, videos and print. Create visually compelling graphics, videos, and other multimedia assets to support communication initiatives.
- **Social Media Management:** Manage Youth Central's social media accounts, including content creation, scheduling, monitoring, engaging peers, responding to comments, analyzing and reporting metrics and staying abreast of trends.
- **Media Relations:** Collaborate with the Engagement Director in proactively cultivating relationships with media outlets and influencers to secure coverage. Draft press releases, media pitches and other media materials.
- **Brand Management:** Help maintain brand consistency across all communication channels. Assist in developing and implementing strategies to enhance brand visibility and recognition in the community.

#### **2. Fund Development:**

- **Build a Culture of Philanthropy:** Work with the Engagement Director to educate, inspire and empower staff, board and other stakeholders to support our philanthropic efforts and build a culture of gratitude for our supporters.
- **Donor Identification and Qualification:** Conduct regular research to identify prospective donors, assess their fit, and recommend solicitation strategies.
- **Donor Cultivation and Solicitation:** Research, prepare for and meet with assigned donors and prospects. Research, draft and submit funding applications.
- **Donor Stewardship:** Deliver donor delight by implementing our stewardship program, coordinating thank you calls and youth thank yous, drafting personalized thank you letters and customized donor reports, capturing and editing informal thank you videos and ensuring recognition commitments are fulfilled.

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- **Sponsorships:** Support the development of sponsor offerings and the solicitation and stewardship of sponsors.
- **Events:** Assist in planning and leading the execution of donor events, casinos, 50/50s, silent auctions, the annual impact event, and donor site visits. Serve as the lead for our signature event, the Youth of Distinction Awards (YODA) and the primary contact for the youth committee, nominations, event logistics and sponsorships.
- **Data management:** Support strategic decision-making by maintaining relevant donor information in our database. Enter gifts, commitments and touchpoints, run reports, stay abreast of system updates, and develop and maintain Youth Central's gift entry and reporting manual.

### 3. Other

- Support budget development and management by conducting research and obtaining quotes as assigned, and by monitoring expenses.
- Book meetings, conduct research, and order materials as requested.
- Other duties as assigned as organizational needs evolve.

### Qualifications

- Bachelor's in Communications, Marketing, Public Relations, or related field.
- 1 - 3 years of experience in communications, marketing, fund development or related field, preferably within the nonprofit sector.
- Strong writing and editing skills and the ability to tailor clear, compelling messages for diverse audiences.
- Excellent organizational skills with exceptional attention to detail and ability to manage multiple priorities in a fast-paced environment.
- Strong relationship-building skills with the ability to connect with diverse stakeholders to inspire and sustain support for our work.
- Proficiency in social media management platforms such as Hootsuite and other content creation tools.
- Basic graphic design skills and familiarity with design tools such as Canva.
- Experience shooting and editing short-form videos for social media is a strong asset.
- Highly adaptable, with a positive attitude, collaborative spirit, and willingness to pitch in and support the team as needed.

**Don't tick every box? That's ok, apply anyway, as long as you have professional social media experience and exceptional writing, organizational and relationship skills. We will provide training in the other areas for the right candidate.**

Deadline for submission: Wednesday, January 8, 2025

Start date: February 2025

We offer competitive pay and flexible work arrangements. We offer a supportive and inclusive workplace and empower our employees by respecting, embracing and valuing their unique perspectives, experiences and backgrounds.

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The successful candidate must clear a Police Check, including a Vulnerable Sector Check and a Child Intervention Record Check.

If you are looking for a rewarding position in an environment that is collaborative, innovative and supportive, please forward your cover letter and resume to the attention of Lisa Kindree by email at [lisa@youthcentral.com](mailto:lisa@youthcentral.com)

Youth Central Society is an equal-opportunity employer. Should you need accommodation during the interview process, please inform the contact prior to the interview to let them know what you require.

Only those applicants granted an interview will be contacted. We regret that we are unable to accept telephone inquiries. We thank all candidates for their interest.