



## Marketing and Program Coordinator

**About Us:** Compassion House Foundation is a non-profit, charitable organization based in Edmonton that supports women from across western Canada who must leave their home for cancer care. We operate Sorrentino's Compassion House, a haven for women who must travel to Edmonton for cancer treatment, as well as post-treatment programs focused on continued healing.

**Role Summary:** The Marketing and Program Coordinator supports the strategic priorities of Compassion House Foundation, helping to raise awareness and ensure financial security. Reporting to the Communications Manager, this role is primarily responsible for digital marketing, social media support, and website management, as well as supporting Board engagement and donor stewardship, as needed. The successful candidate is an adaptive self-starter, with demonstrated competency in digital platforms and a sincere passion for supporting women through the cancer journey.

**Location:** Temporarily remote

### Key Responsibilities:

- Execute on event marketing, including: digital ads, email communications, sponsor recognition and reporting
- Execute on program marketing, including: creating and updating templates, developing marketing materials, digital ads, email communications, sponsor recognition and reporting
- Social media support, including providing content and materials, as needed
- Manage ongoing content and technical website updates; implement SEO best practices; standardize and complete regular analytics reporting
- Implement and manage Google Ad Grants campaigns; standardize and complete regular analytics reporting
- Support the CEO in the development of board meeting packages, monthly and quarterly reporting
- Develop presentation materials for meetings with external stakeholders
- Support donor stewardship with the creation of reports for funders

**Reports to:** Communications Manager

**Salary:** \$50,000

**Scope:** Permanent full-time (37.5 hours/week, Monday to Friday); occasional evening and weekend work may be required

### Requirements:

- Post-secondary education, preferably in Marketing, Business, Communications or related field
- Previous digital marketing experience required: Google Ads and/or Google Ad Grants, content marketing, content development, SEO, social media, and/or analytics tools
- Experience with website management and/or web-coding, particularly in WordPress
- Strong skills in Microsoft Office Suite
- Comfortable hosting online events and managing online event platforms (Zoom)
- Previous experience in client relationship management (CRM) software is considered an asset.

**Apply:** Please submit your cover letter and resume to [info@compassionhouse.org](mailto:info@compassionhouse.org).