

Online Marketing Manager

Indigo Girls Group operates in 8 cities across Canada, offering free workshops as after-school programs targeting young girls and non-binary folks aged 9-14. These workshops focus on themes such as empowerment, self-love, gender identity, self-discovery, stress/anxiety, and women in the media, all with the goal of empowering those we serve to reach their potentials. We also partner with several organizations to teach self-defence, race and privilege, women in STEM, and sexual health. Our programming is discussion based, focusing on the needs of different communities that we work with. Presently, we operate in 8 cities across Canada, with the majority in Ontario. In the past year, we held workshops for over 200 youth in Canada in small group settings. During COVID-19 we have transitioned to entirely online workshops to abide by provincial and national safety regulations. Beyond empowering those youth within our community partners, we also strive toward creating an inclusive and safe space for our volunteers and executive members and providing them with personal development opportunities. Indigo Girls Group has been operating for 7 years in communities, and this past year as a legal national non-profit organization.

Key Tasks

- updating the website to reflect evolving organizational values and members (including supporting a rebranding effort);
- working with the communications officer in order to formalize marketing efforts internally (e.g. advertising personal developments/successes within the organization, monthly newsletters) and externally (e.g. cohesiveness brand awareness within different branch social media accounts)
- creating new branding materials (logos, letterhead, website content, social media content)
- developing marketing campaigns to increase community awareness about The Indigo Girls Group and how are services can support the community, as well as to increase social media presence -- our main external platform during the COVID-19 pandemic
- collaborate with Director of Communications on communications policies internally and externally.

Qualifications & Characteristics

- Strongly committed to Indigo Girls Group's values: intersectional feminism, sex positive, inclusive and accessible, including LGBTQ2S+ inclusive as well as anti-oppressive practices

- Teamwork - Teamwork refers to the skills needed to interact with other people. At work, people work with others in pairs and in small and large groups to coordinate tasks, share resources, plan, make decisions, negotiate, solve conflicts and complete other activities that involve teamwork.
- Communication - Communication refers to the skills needed to exchange thoughts and information with other people. This exchange can happen orally by speaking, listening and using non-verbal cues, such as body language or in writing. At work, people use communication skills to talk to customers, discuss products with suppliers, explain work procedures to co-workers, participate in virtual sales meetings with clients, and other activities that involve verbal or written exchanges.
- Digital skills - Digital technology refers to the skills needed to understand and use digital systems, tools and applications, and to process digital information. At work, people use digital technology skills to input, access, analyze, organize, create and communicate information and ideas using computers, software, point-of-sale equipment, email, podcasts, web applications, smart phones and other digital devices.
- Leadership - Leadership refers to a number of skills, including communication, relationship building, and the ability to delegate and traits such as honesty. At work, leadership skills are required when working in a team, demonstrating initiative, and taking responsibility for the completion of tasks that require multiple employees.

We strongly encourage applicants who are living with a disability, people of colour or visible minorities, indigenous people, trans and non-binary people, and any other members of the LGBTQ2S+ community.

This summer position is 20 hours per week at \$14.25 per hour for 14 weeks. Daytime, evening and weekend availability is required.

To apply, please submit your resume, cover letter and a sample of something you have designed to Nina Hadžimustafić and Maddy Taylor at hello@indigogirlsgroup.com by **May 7th, 2021**.

Expected start date: May 17th, 2021.