

## Job Posting: Communications Coordinator

### About Us

Malvern Family Resource Centre (MFRC) is an essential and trusted community hub that connects, engages, and mobilizes collaborative action to support communities to thrive. Through our public spaces and deep, authentic relationships, we bring people together with a focus on those who need us most. Each year, MFRC delivers impactful, holistic, and highly accessible programs and services to thousands of children, youth, families, women, newcomers, and seniors.

### Role Summary

The Communications Coordinator plays a key role in telling MFRC's story, promoting its programs, and strengthening relationships with stakeholders, donors, and the wider public. This position is responsible for planning and executing communications strategies that increase visibility, engagement, and support for MFRC's mission through digital platforms, media content, and donor communication.

### Duties and Responsibilities

- Assist in the development and production of donor communications, including proposals, newsletters, reports, and acknowledgements.
- Maintain and update MFRC's website with timely, engaging multi-format content that reflects the organization's mission, values, and impact.
- Promote MFRC's events, fundraisers, and initiatives through strategic, multi-channel campaigns, developing and coordinating engaging content that strengthens member and community engagement and increases program participation.
- Manage MFRC's social media platforms, ensuring consistent messaging, strong engagement, and audience growth using evidence-based metrics.
- Plan, manage, and optimize digital advertising campaigns (Google and network ads) across platforms, promote programs, events, and fundraising initiatives and increase reach, engagement, and conversions.

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- Plan, manage, and execute email marketing campaigns using industry tools such as Mailchimp.
- Support donor cultivation and stewardship efforts, including coordinating in-kind donations and conducting donor prospect research.
- Collaborate cross-functionally with internal program teams and leadership to align communications with organizational priorities, and coordinate with external vendors such as graphic designers, Google Ads agencies, photographers, videographers, printing press, and asset development partners to ensure high-quality, on-brand deliverables that support MFRC's strategic goals.
- Collect, edit, and manage photos and videos from MFRC programs for digital platforms and reporting purposes.

## Qualifications and Skills

- Minimum of two years of relevant experience in non-profit communications, marketing, or related field.
- A relevant degree or certificate in communications or a related field (preferred).
- Excellent written and verbal communication skills, with the ability to adapt messaging across multiple formats and audiences.
- Demonstrated expertise in digital communication tools, including email marketing platforms, website content management systems, and social media platforms such as Instagram, Facebook, and LinkedIn, with proven ability to use data and insights to optimize performance and audience growth.
- Proficiency with web-based design and content management tools such as Webflow and Canva, as well as photo and video editing software including CapCut and InShot.
- Strong organizational skills, attention to detail, and the ability to manage multiple priorities and meet deadlines.
- Strong interpersonal skills and a demonstrated ability to collaborate effectively within a team environment.
- A strong commitment to Inclusion, Diversity, Equity, and Accessibility (IDEA), social justice, and Truth and Reconciliation, with a genuine passion for community development and active support for MFRC's work.
- Knowledge of the Malvern and Scarborough communities is considered a strong asset.

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## Terms of Employment

**Department:** Fundraising & Strategic Engagements

**Position Type:** Full-Time

**Salary Range:** [\$48,000 – \$55,000 annually + benefits]

**Start Date:** March 2026 (or earlier, depending on availability)

**Work Location:** In person with one day working from home

**Schedule:** Monday to Friday (9am to 5pm) with flexibility

## Application Process

Please submit your resume and cover letter as one PDF document to at [mail@mfrc.org](mailto:mail@mfrc.org), with the subject line: “Communications Coordinator \_ First Name \_ Last Name”

**Closing:** Rolling until the role is filled

We thank all applicants for their interest. Only those selected for an interview will be contacted. The successful candidate will be required to provide a Vulnerable Sector Screening.

**MFRC is an equal opportunity employer.** We welcome applications from Black, Indigenous, and racialized individuals, people with disabilities, and members of the LGBTQ2S+ community. Accommodations are available upon request during the hiring process—please contact Fadi Jomaa at [fjomaa@mfrc.org](mailto:fjomaa@mfrc.org).