



Marketing Specialist

About Us

LakeCity Works supports people living with mental illness to build on their strengths, take on responsibilities and access work experience, education and employment. As well as our employment support and therapeutic services, we also operate several social enterprises. We're best known for our flagship enterprise, LakeCity Woodworkers, where we produce beautiful solid wood furniture. Our other ventures are equal sources of pride and include LakeCity Plastics, LakeCity Helpers, Reboot, Bright Firestarters, Vinland, and Woofingtons of LakeCity all of which are introduced in more detail on our website www.lakecityworks.ca. We're an active, entrepreneurial, impact-driven organization and every day we live our vision to empower people to be their best selves and thrive.

The Position Overview

We are looking for an enthusiastic, impact-driven, communicator to work closely with the retail and leadership team in defining and executing customer experience strategies across LakeCity's social enterprises. The successful candidate will work collaboratively with all internal and external stakeholders to communicate impact, increase brand awareness and assist the organization to meet its strategic objectives.

This is an exciting role that would best suit someone who enjoys variety in their tasks, working on a dynamic portfolio of enterprises and products as well as serving our organizational mission and vision. The role includes leading customer experience initiatives, onsite and community-based events, leading annual fundraising efforts from planning to promotion and management of digital marketing campaigns.

The successful candidate will be skilled in Meta Business Suite, particularly paid ads, current content creation best practices, as well as fundraising best practices. They will be able to develop marketing strategies that serve sales targets and organizational outcomes.

The role would be best suited to a strong communicator with excellent interpersonal skills and a naturally organized, detail-oriented mindset. The wider culture is one of creating impact through empowerment so it will appeal to a communicator who enjoys inspiring others to action through a variety of marketing channels.

Requirements

- Excellent organizational and problem-solving ability
- Respect for diversity
- Cultural awareness and sensitivity

- 2 - 3 years experience working in a non-profit or social enterprise environment is considered an asset
- Must complete a vulnerable sector check, initiated by LakeCity Works

This full-time (40 hours) position is based in Dartmouth.

We are an equal opportunities employer who is committed to creating an environment of belonging for all. We welcome the unique contributions of all suitably qualified persons regardless of their race, sex, gender identity and expression, disability, religion/belief, sexual orientation or age.