



***The Reh-Fit Centre is a not-for-profit organization with a mission to enhance the health and well-being of its members and the community by providing innovative health and fitness services through assessment, education, and exercise in a supportive environment.***

Are you looking for a role that will challenge you? Would you like to communicate and promote the innovative health and fitness services of Canada's first certified medical fitness facility? If so, we'd like to hear from you!

## **COMMUNICATIONS AND MARKETING OFFICER**

Reporting to the Director of Membership, this full-time position is responsible for developing and implementing internal and external communication and all elements of marketing for the Reh-Fit Centre and Foundation.

### **Key responsibilities of this position:**

- Develop and implement internal and external communication and marketing initiatives that promote the Centre's value proposition and protects its corporate identity/brand;
- Oversee and maintain the production and development of content, production, and delivery of communication and marketing materials;
- Manage the Centre's website and social media content;
- Assist with the creation of strategy and implementation of materials and content for fund development and sponsorships;
- Assist with the planning, organization and delivery of Centre and Foundation events;
- Coordinate public relations and media requests.

### **The ideal candidate will possess the following:**

- Five years' experience in communications and/or marketing along with relevant post-secondary education.
- Experience developing and executing internal and external communications and marketing strategies.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), HTML, Adobe Creative Suite, and Canva with knowledge of email marketing and website content management systems.
- Expertise in social media software and platforms – Facebook Ad Manager, Google Analytics, Hootsuite, LinkedIn, Twitter, and Instagram.
- Ability to manage multiple project time constraints and consistently meet deadlines.
- Exceptional writing skills with an ability to proof, edit, and write engaging and informative content.
- Demonstrated ability to develop and manage relationships with stakeholders, sponsors, donors, volunteers, media, and suppliers.
- Personal commitment to fitness and well-being.

*The successful candidate will need to provide satisfactory proof they are fully vaccinated for COVID-19. If the candidate cannot obtain the vaccination for medical or other reasons protected under The Human Rights Code, the Centre will provide accommodation to the point of undue hardship.*

### **How to apply:**

Submit your resume, cover letter & salary expectations to [hr@reh-fit.com](mailto:hr@reh-fit.com)



*We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.*