



Canadian Mental
Health Association
Sudbury/Manitoulin
Mental health for all

Association canadienne
pour la santé mentale
Sudbury/Manitoulin
La santé mentale pour tous

Marketing, Fundraising and Communications Intern

INCUMBENT: TBD

REPORTS TO: Manager, Quality & Strategic
Engagement

PROGRAM: Health Promotion & Communications

APPROVED BY: Manager, Quality & Strategic
Engagement

DATE APPROVED/REVISED: January 2024

HOURS: 35 hours / week

POSITION SUMMARY:

Reporting to the Manager, Quality & Strategic Engagement, the Marketing, Fundraising and Communications Intern will work with our team to assist with the planning, implementation and evaluation of the Agency's fundraising, communications, and health promotion activities.

ESSENTIAL JOB RESPONSIBILITIES:

- **Fundraising**
 - Assist in the development of a formal fundraising plan and annual calendar of initiatives.
 - Seek new promotional and fundraising opportunities.
 - Implement strategies for digital delivery of public awareness and fundraising initiatives based on industry trends and best practices.
 - Participate in public awareness and fundraising initiatives and activities.
 - Liaise with parties interested in fundraising, including providing necessary agency materials and monitoring the outcomes.
 - Maintain fundraising sponsor and marketing databases.
- **Grants and Donations**
 - Develop compelling funding proposals to find new partners and individual donors.
 - Seek opportunities for new donors through environmental scanning and attending relevant events.
 - Create innovative giving opportunities to attract new donors.
 - Work with staff to develop strategies for donor retention and tracking.
 - Manage confidential donor information, tracking and measuring the success of campaigns.
 - Support with identifying unique program-related donation incentives to entice new donors.
 - Research and identify grant opportunities to improve our services and meet program and budget targets.
 - Work within a team to complete grant applications and proposals.
- **Communications, Marketing and Promotion**
 - Support with the planning, design, and copy-editing of content for a website, newsletters, social media posts, and marketing materials.
 - Maintain and update the Agency website and social media accounts, including posting, commenting, and engaging our audience.
 - Support internal communications and media relations needs.
 - Provide technical moderation for virtual training sessions.
 - Support planning, setting up, and taking down promotional events and booths.

- **Administration**

- Prepare succinct reports and provide recommendations to help inform decision-making.
- Assist with the cleanup and optimization of digital files and organization of templates.
- Other administrative duties as assigned.

Qualifications

- Post-secondary degree or diploma in business, marketing, communications, or another related field of study
- The successful candidate will have graduated within the last three years and the position will be the first full-time employment in the candidate’s field of study.
- Ability to work independently and as part of a team.
- Creative and hardworking individual
- Excellent writing and communication skills
- Knowledge of Social Media Platforms, Constant Contact (or other relevant digital newsletter service), Office 365, Canva, WordPress
- Bilingualism (French/English) is considered an asset.

JOB SPECIFIC COMPETENCIES

The following competencies are required for this position:

Teamwork and Collaboration	Participates willingly and supports team decisions. Shares relevant or useful information with team. Speaks of team members in positive terms. Is looked to by team members as a valuable source of information.
Integrity	Upholds clear ethical standards that are broadly respected within the agency. Holds self-accountable for professional behavior.
Planning, Organizing and Coordinating	Efficiently uses time and completes tasks/projects on time through the routine planning of own work and organization of resources. Keeps manager and other appropriate people informed on progress of tasks/projects.
Building Relationships and Partnerships	Develops a long-term collaborative relationship with stakeholders with the explicit intent to share information/resources and advance the program. Seeks input and participation from community members regarding property changes and initiatives. Calls on relationships in times of needs but also responds expediently to requests of others.
Functional Skills	Ability to solve problems or issues by analyzing the problem or issue and determine appropriate solutions or alternatives. Ability to communicate effectively. Strong attention to detail.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing needs of the organization.