



Villa Charities offers exciting opportunities to join a dynamic team and contribute to the revitalization of the organization during this significant period of progress and change.

Columbus Centre opened in 1980 and is a key member of the Villa Charities family delivering cultural, recreational, educational, performing & visual arts and social programming to over 150,000 annual visitors in a 180,000 square foot facility.

We are currently embarking on a major transformation with the upcoming redevelopment of our flagship venue, the Columbus Centre, the cultural heart of the GTA's Italian Canadian community at our Lawrence-Dufferin campus. By advancing Villa Charities' mission of celebrating and promoting Italian heritage, culture, language, arts, food and family values, we will endeavour to be a premier destination for everyone in the Greater Toronto Area wishing to explore and share in our rich culture. Villa Charities will provide fully modernized and enhanced facilities in a re-envisioned shared-use facility with the Toronto Catholic District School Board, with opportunities for multigenerational usage and integration, creating an enduring legacy.

We invite you to be part of our progressive vision for the future. To learn more about Villa Charities, visit www.villacharities.com.

Villa Charities Inc. is currently hiring for the following position:

MARKETING AND CREATIVE COORDINATOR (FULL-TIME CONTRACT: MATERNITY LEAVE)

Job Summary:

Manages and executes organizational marketing activities and coordinates production of all marketing materials.

Duration:

This is 12-month, full-time maternity leave contract.

- **Start Date:** October 9, 2017
- **End Date:** October 26, 2018

Position Responsibilities

- Assist with planning and implementation of integrated multi-channel marketing and communication programs that generate attendance, membership, publicity, media impressions and an enhanced user, patron and sponsor experience.
- Manage the design and production of Brand and departmental advertising, DM campaigns, marketing collateral and signage.
- Maintain Brand guidelines and ensure adherence from all internal stakeholders and third party organizations.
- Develop and manage Marketing Critical Path.
- Assist with development of creative briefs.
- Develop, manage and write copy for Brand and departmental marketing collateral.

- Plan, manage and coordinate design and production of all seasonal Program Guides and other brochures.
- Coordinate with Manager, Events on the design and production of all Villa Charities Foundation events marketing materials including sales kits, event signage, souvenir programs and other collateral.
- Provide in-house graphic design support as needed (flyers, letterhead, templates, posters, signage).
- Assist with the planning and budgeting of all advertising media and marketing production.
- Develop process to manage and track internal marketing requests and approvals.
- Liaise with design and agency partners as well as printers and other suppliers.
- Provide marketing collateral summaries for sponsor fulfillment reports.
- Manage all third-party marketing requests and approvals.
- Coordinate grassroots and community outreach programs that align with programs/services and reach multiple targeted audiences.
- Oversee marketing partner, arts partner and venue partner creative approvals.
- File and maintain organizational logos.
- Develop and manage master photo bank for images.
- Provide administrative support to Director, Marketing and Communications as required.
- Perform other duties as assigned.

Qualifications Required

- A university education or equivalent combination of education and professional marketing and/or sponsorship experience
- **MUST** have graphic design experience with Quark Express, Adobe Creative Suite, Illustrator, Photoshop and/or InDesign.
- Two or more years of marketing, sponsorship or related experience – advertising production and experience working with agencies is considered an asset.
- Understanding of or experience with not-for-profit or cultural organizations is considered an asset.
- Understanding of the Italian language, culture or community is considered an asset.
- Advanced computer skills in MS Office and Adobe.
- Ability to take direction and conceptualize creative design incorporating brand assets.
- Must possess excellent communications skills - both written and verbal, and high attention to detail.
- Multi-tasking experience working in a fast-paced environment with multiple and sometimes competing deadlines and high-volume workloads at key points throughout the year.
- Ease and confidence in communicating with key stakeholders, management and other partners.
- High energy, positive attitude, flexibility, teamwork, and high degree of initiative.
- Must be able to work occasional evenings and weekends.

Applications:

We thank all candidates for their interest; however, only those that most closely match job specifications will be contacted. **The deadline for receiving applications for this position is September 15, 2017.**

Please send cover letter and resume including salary expectations for this immediate opening to:

Villa Charities Inc.
Attn: Nicky Stathis, HR Administrator
901 Lawrence Avenue, West
Toronto, ON M6A 1C3
nstathis@villacharities.com

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act and Villa Charities/Columbus Centre's policies, the organization is committed to ensuring accessible services and communications to individuals with disabilities. Should you require accommodation at any point during the recruitment process, including accessible job postings, please contact Nicky Stathis, HR Administrator.