

Career Opportunity (FT, Permanent) COMMUNICATIONS COORDINATOR



Are you passionate about storytelling and looking for a way to apply your communication skills and creativity in a meaningful way?

Do you have the skills to jump into an organization in the midst of exciting and transformational change?

At Lions Foundation Canada Dog Guides (LFCDG), we help people with medical or physical disabilities lead independent lives by providing them with a Dog Guide at no cost to support them in their daily lives. The school is unique in offering seven programs serving 150-200 new clients annually and supporting over 1000 active clients. The school operates out of our central location in Oakville, ON and a breeding and training facility in Breslau, ON, with plans to move to our new leading-edge facility in early 2026.

Our Values:

Integrity

Diversity & Inclusion

Excellence

Empathy

Respect

The Opportunity:

The Communications Coordinator reports directly to the Director of Marketing and Communication while actively contributing as a team member across various organizational initiatives, including fundraising campaigns, newsletters, Dog Guide graduations, Annual Reports and much more. This is a dynamic role where the incumbent is responsible for crafting and disseminating compelling content to promote the organization's mission and impact.

In addition to executing communication strategies, the Communications Coordinator will manage Dog Guides' social media channels and assist in coordinating media outreach efforts.

Content Creation:

- Assist to execute annual marketing and communications plans and calendar to promote LFCDG, LFCDG's departments and educate the public on Dog Guides
- Execute communications with the help of the Internal Graphics Coordinator and the Multimedia Creator across all platforms: print and online materials, social media, media relations, and stakeholders to build brand awareness and community engagement
- Plan, develop and manage content for all social media channels (Facebook, Instagram, YouTube and LinkedIn) and expand presence across all of them
- Develop and execute digital ads across Google and Meta platforms promoting different campaigns, and provide analytics for all
- Assist to develop and implement consistent communications that profile LFCDG in local and national print, broadcast and online media, proactively pitching story ideas
- Coordinate interviews with clients, volunteers, donors and local and national media outlets

- Build and maintain relationships with members of the media in key publications in print, broadcast and online generating coverage
- Plan and execute internal and external communication materials such as newsletters
- Coordinate and create a range of materials including web content, annual report, emails, quarterly newsletters, brochures, press releases, and internal and external newsletters
- Create and maintain a “story bank” consisting of stakeholder quotes/stories, profiles and images that can be used in marketing and communications products
- Work with the Internal Graphics Coordinator to manage the foundation’s website for content development, specialized web pages and regular updates
- Create fact sheets and other materials to support all stakeholders
- Coordinate French language translations for LFCDG
- Work with the Multimedia Creator on projects such as photoshoots and video production
- Stay abreast of new trends in marketing and communications
- Monitor and evaluate the effectiveness of various communication strategies and tools
- Maintain a system for tracking public relations activities and generate quarterly reports on coverage
- Represent LFCDG at various events throughout the year

Contribute to Team’s Effectiveness

- Participates in team and staff meetings and provides ideas for improvement
- Contributes to the team’s work and projects
- Shares in handling workload for positive results
- Works as part of the team to support other LFCDG staff in coordinating resources needed for key organization events and demonstrations
- Works to build collaborative relationships with LFCDG staff
- Closely liaises and collaborates with other departments regarding communication initiatives and graduation information
- Fosters knowledge – sharing and communication across all departments and the organization to ensure collaboration and informed work

Other Relevant Job Information

- This is a hybrid role that requires the incumbent to be on-site at the Oakville facility a minimum of two days a week (Tuesdays and Thursdays), this can vary depending on the week. Some weeks might require more on-site days.

You will bring to the opportunity:

- Minimum of 2 years related experience
- University degree or college diploma in Communications or Public Relations
- Ability to write and edit in CP Style
- Proficient with MS Office suite and social media management
- Comfortable working with people with different abilities
- Comfortable working with Assistance Dogs
- Strong ability to multi-task, and be able to prioritize and work within tight deadlines
- Experience presenting to diverse groups of people with a professional demeanour
- Strong writing and editing skills with adaptability to a variety of audiences
- Ability to work flexible hours (evenings and weekends)
- Bilingualism is preferred
- Valid driver’s license and comfort in driving the company vehicles

What's in it for you?

- Total compensation includes benefits and future opportunities to participate in the RRSP program
- Opportunity to work in an organization that puts people first and offers a flexible and caring work environment
- Paid time off over the Christmas holidays in addition to regular vacation
- The opportunity to work with talented and compassionate colleagues (both two and four-legged variety)

If you are looking for a challenging opportunity to demonstrate your communication skills, please send your resume and a cover letter to hr@dogguides.com. Please quote the job title in the subject line.

Lions Foundation of Canada Dog Guides is committed to employing people from diverse backgrounds, and we actively demonstrate inclusiveness through fair, equitable and accessible hiring practices. We recognize the strength of different experiences, backgrounds and perspectives and welcome candidates who identify as visible minorities, Indigenous people, persons with disabilities, and persons within the LGBTQ+ community. We feel it is important as an organization that all people have access and opportunity to be employed, to be valued and to be respected. Accommodations for job applicants with disabilities will be provided upon request during the recruitment, assessment, selection and placement process. Alternative format available on Request.