WICWC.ORG

Marketing & Communication Coordinator

Organization: West Island Cancer Wellness Centre (WICWC)

Location: Kirkland, QC - on-site

Position Type: 4 days per week

Reports To: Director of Development

About Us

The West Island Cancer Wellness Centre (WICWC) is a registered Canadian charity dedicated to empowering individuals living with cancer and their supporters. We offer free comprehensive care and support programs designed to complement traditional medical care.

Role Overview

We are seeking a creative, results-driven **Marketing & Communication Coordinator** to lead our promotional strategies, elevate our public profile, and expand community support. Reporting to the Director of Development, you will serve as the primary steward of WICWC's brand identity, crafting compelling narratives that drive registration and program participation, build community awareness, and advance fundraising goals.

Key Responsibilities

Content Creation & Digital Media Management

- **Social Media Strategy:** Manage monthly content calendars, draft copy, design graphics, and schedule posts across Facebook, Instagram, LinkedIn, and YouTube. Track and analyze performance metrics to optimize engagement.
- **Website Management**: Keeping the website, program information, and resources up to date.
- **Email Marketing**: Creating and distributing newsletters and other email communications, and tracking results to inform improvements.
- **Impact Storytelling:** Interview and gather stories from participants, volunteers, donors, and partners to showcase the Centre's mission and impact across all channels.

WICWC.ORG

Brand Stewardship & Community Outreach

- **Brand Consistency:** Ensure a clear, unified, and compelling tone of voice across all internal and external marketing materials, brochures, press releases, and annual reports.
- **Outreach:** Develop and implement community outreach initiatives that increase awareness of WICWC's programs, services, events, and impact.

Programming & Fundraising Support

- **Fundraising Campaigns:** Partner with the development team to craft campaign messaging, appeal letters, donor communications, and corporate sponsorship packages.
- **Event Promotion:** Lead promotional efforts for key signature events, including our annual golf tournament, Challenge of the Brave, and walkathons, as well as third-party community fundraisers.
- **Community Engagement:** Produce targeted promotional materials to boost volunteer recruitment and participants for both programming and fundraising.

Qualifications & Skills

- **Education:** Degree or diploma in Communications, Marketing, Public Relations, or a related field.
- **Experience:** 2–4 years of marketing, communications, or digital media experience. Non-profit or charity experience is a strong asset.
- **Bilingualism:** High proficiency in both French and English (written and spoken) is required to serve the West Island community.
- **Technical Skills:**
    - Experience with social media management platforms and Web CMS (e.g., WordPress).
    - Proficiency in email marketing software (e.g., Constant Contact) and design platforms (e.g., Canva).
    - Working knowledge of SEO, Google Analytics, and digital advertising principles is a plus.
    - Responsible use of AI.
- **Core Competencies:** Excellent project management skills, strong writing and editing ability, and a compassionate, empathetic approach to support individuals impacted by cancer.

WICWC.ORG

Work Environment & Culture

A warm, supportive, and wellness-focused workplace committed to community care.

How to Apply

Please send your cover letter and resume to **CV@wicwc.org** with the subject line **"Marketing & Communication Coordinator – [Your Name]"**. The deadline to apply is **Tuesday, October 27, 2026.**