



COMMUNICATIONS & MARKETING COORDINATOR

DEADLINE TO APPLY:
MAY 15, 2023

The Ministry

The Heart of Medical Ministry International

Providing spiritual and compassionate health care has been at the heart of Medical Ministry International since 1969, when our first project team served in the Dominican Republic. As we look back more than 50 years, we are filled with gratitude for the work God has accomplished through us. Patients have received treatment; families have been restored; and communities have been transformed. People who started volunteering on project teams years ago are now bringing their grandchildren to volunteer alongside them.

Medical Ministry International is providing health care for lasting change. We witness lasting change in the communities we serve as they develop medical capacity through health clinics and local initiatives. We witness lasting change as international doctors and health care professionals complete their training and serve their people. We witness lasting change in the spiritual lives of those we serve. We also witness lasting change in the lives of our volunteers and donors who ensure our mission becomes a reality.

The Work of Medical Ministry International

Establish and support health care centers in developing countries with the goal of increasing access to affordable, quality health care. As health care centers grow, they become largely self-supporting, in which case we assist with specific needs for land, buildings, renovations, and equipment, as we are able.

Support international directors to provide year-round assessment of health care needs within communities.

Facilitate one and two-week project teams that work alongside local churches and medical communities to build capacity for the long term. Project teams are planned in response to local health care needs, following an invitation from the local communities.

Support residency training and fellowship programs to develop the skills of international doctors.



Providing health care *for* lasting change

The Role

Position Title: Communications & Marketing Coordinator

Term: Full-Time, 15-Month Contract (Maternity Leave)

Location: In person at Hamilton office

Salary: \$40,000-44,000

Position Summary:

Reporting directly to the Executive Director, and liaising with staff and international partners as required, the Communications & Marketing Coordinator will fulfill the mission and values of the organization by effectively developing and implementing the annual Communication Plan of the organization. This role will increase engagement of existing supporters and increase awareness of the organization to support donation revenue and volunteer recruitment.



Providing health care *for* lasting change

The Role

Key Responsibilities:

- Understand the organization's Strategic Plan and how the role relates to the broader goals of the organization.
- Develop and implement the annual Communications Plan in order to increase awareness of the mission and programs, support fundraising, enhance donor retention, and participant recruitment.
- Develop and nurture relationships with external partners to increase promotional opportunities.
- Lead the development and distribution of promotional materials, media articles, advertising etc.
- Liaise with consultants to develop and monitor campaign materials.
- Represent the organization at promotional meetings and other opportunities.
- Explore strategies for digital and social media platforms and develop a plan to increase engagement.
- Ensure all information on website, and recruiting websites are up-to-date and accurate.
- Be responsible for social calendar content creation, posting and social media monitoring.
- Support the Fundraising Team to determine and communicate ministry priorities with necessary promotional materials for proposals, events, and reporting.
- Ensure all promotional and marketing materials meet the organizations brand identity guidelines.
- Research and present compelling stories of ministry impact by communicating with volunteers and participating on project teams, as able.
- Identify skill, knowledge and resource gaps required to implement the communications strategy of the organization.
- Monitor the impact of the communication campaigns and report findings.

The Role

Key Success Factors:

Education and Experience

- Undergraduate degree in marketing, communications, design, or another related field.

Abilities

- Flexible, adaptable, and able to work well with others.
- Communicate effectively with staff, volunteers, and international partners. Work in a fast-paced environment with multiple deadlines.

Skills

- Excellent communications skills (written and oral) and excellent interpersonal skills.
- Excellent organizational skills and a proven ability to handle multiple tasks and organizational deadlines.
- Microsoft office computer skills, including Word, Excel, Outlook, Power Point, and Adobe Creative Cloud: InDesign, Illustrator, and Photoshop.

Missions Mindset

Applying the truths of the Apostles' Creed personally to demonstrate love in action as Christ has done, and always maintaining a focus on being a good steward of resources and people.

Preferred, Not Required

- Video editing skills, experience with Customer Relationship Management (CRM) software, international experience, proficiency in Spanish

The Process

Please submit a cover letter and resume to jobs@mmi.org by May 15, 2023. Interviews will occur during the posting period.

A successful vulnerable sector police background check is a requirement and a prerequisite along with a minimum of two references.

All employees must comply with the mission and values of Medical Ministry International.

Medical Ministry International is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture. We offer an environment that will support you in reaching your potential. In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities act, 2005, accommodation will be provided in all parts of the hiring process. Applicants need to make their needs known in their cover letter when they apply.



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