

Community and Stakeholder Engagement Specialist

Community Futures Middlesex is passionate about helping entrepreneurs grow and succeed to strengthen our community. Offering loans, planning and advisory services, workshops and much more, we exist to support entrepreneurs in Middlesex County. We understand our communities, our rural culture and values. These insights allow us to view our clients through a different lens and make loan decisions right here at home. Funded and backed by FedDev Ontario, you can trust Community Futures Middlesex for support through the full life cycle of your business. We are looking for a passionate and creative individual to join our team!

The Community and Stakeholder Engagement Specialist reports to the General Manager and will contribute as a member of a team responsible for building awareness for Community Futures Middlesex programs and products, maintaining relationships with local businesses and community economic development partners, development of grant funding proposals, launch of new offerings and communicating our impact within the communities served. Preference will be given to individuals with prior training and demonstrated experience in use of digital and social media design tools and platforms.

The individual in the position will work out of our main office in Ilderton, but may be required to visit clients, community economic development partners with the flexibility to work remotely from another location on occasion. As a result, a valid driver's license and use of your own vehicle will be required. This is a full-time fixed term contract role for 1 year, \$22.00/hr to \$26.00/hr, 35 hrs/week, with benefits after 90 days, with the potential for extension. The application deadline is **April 21 2023** with a projected start date of **May 8 2023**.

Primary Responsibilities:

Social Media

- Maintain CF Middlesex website and social media sites to elevate presence and engagement in Middlesex County (Facebook, Instagram, Twitter, LinkedIn, YouTube).
- Ensure regular activity on all sites. Source and post content; create, implement, and evaluate outreach strategies.
- Monitor and respond to comments/inquiries on social media sites.
- Facilitate positive, current client reviews/testimonials on Facebook and Google.
- Monitor, interpret and use analytics to improve CF Middlesex effectiveness across all platforms.

Marketing

- Promote CF Middlesex and its events on all social media platforms, including engaging posts, contests, spotlighting local businesses, and other creative methods.
- Ensure creation of promotional material for CF Middlesex and its events.
- Create, monitor and update CF Middlesex events using Constant Contact.
- Ensure CF Middlesex website is up to date, including all activities and events.
- Create and distribute CF Middlesex monthly e-newsletter.
- Promote CF Middlesex at networking events, trade shows and with community economic development partners.
- Use initiative to source, create and implement new marketing strategies that promote awareness of CF Middlesex, its services and events, within Middlesex County.
- Help us build a trusted network of business professionals and subject matter experts for referrals.
- Identify potential CED projects or activities which would lead to economic development/increased employment in Middlesex County and recommend actions.

Coordinate Workshops, Webinars and Events

- Identify potential workshop topics and guest speakers.
- Plan, organize and coordinate workshops offered by CF Middlesex.
- Measure and evaluate workshop attendee feedback; use feedback in future planning.
- Work with the General Manager and staff to plan and coordinate special events (e.g., AGM, business networking, economic development, partnering, etc).
- Assist with content creation and facilitate workshops.

Grant Funding

- Monitor, identify and maintain an awareness of grant funding opportunities that match the interest and needs of CF Middlesex, our clients and community economic development partners.
- Contribute to the development of new grant funding proposals supportive of CF Middlesex programs and products, and when appropriate, the needs of our community economic development partners.

New Program and Product Development

- As a team, participate in the development and launch of new programs and products to address the needs of our clients and community economic development partners.
- Monitor, track and celebrate the impact of our efforts.

Client Relationship Management

- Support us in making full use of our CRM solution.

For those interested in applying, please forward a copy of your resume and cover letter detailing why you feel this opportunity might be a good fit for yourself and our team, prior training and demonstrated experience in use of digital and social media design tools and platforms to info@cfmiddlesex.ca. Only those applicants selected for an interview will be contacted.