



Job Posting – Thrift Store Marketing Specialist

Eagles Nest is looking for an individual to join our team as our *Thrift Store Marketing Specialist*. Along with experience in digital communications, this individual needs to align with our values and be passionate about working for an organization committed to making a difference in the lives of others.

For over 20 years, Eagles Nest has been a beacon of hope, healing, and resilience in our community. As a registered charity, we provide accessible, affordable mental health services to individuals and families across the Hamilton and Halton regions. Rooted in compassion, love, inclusion, and integrity, we offer therapy, coaching, and support programs that empower people of all ages to build healthy relationships, develop self-worth, and navigate life's challenges. Eagles Nest welcomes everyone for who they are, without regard to religion, ethnicity, race, gender or sexuality.

To sustain these programs, Eagles Nest operates Rescued & Restored, a 6,000-square-foot thrift store in Freelon. The store generates essential funding for our mental health services by selling donated household goods, furniture, clothing, and other items. It also strengthens community connection by offering meaningful volunteer opportunities and supporting environmental stewardship through the reuse and recycling of donated items.

Job Description:

The *Thrift Store Marketing Specialist* is responsible for executing the overall marketing plan to increase brand awareness, customer engagement, and sales growth for Rescued & Restored. This role manages social media, digital advertising, email marketing, and in-store marketing efforts while working closely with the frontline team to ensure alignment with store operations and customer needs. This individual will work a minimum of one shift per week in-store to gain firsthand insight into store operations and customer behavior.

Responsibilities:

- Implement the overall marketing plan to promote cohesiveness of the Rescued & Restored brand and drive growth
- Manage social media channels by creating engaging content, scheduling posts, and interacting with the online community
- Create and execute targeted email marketing campaigns through Shopify to engage customers and promote sales
- Utilize Square's marketing tools for customer outreach, loyalty programs, and promotional campaigns
- Plan, manage, and optimize paid social media campaigns
- Create, manage, and optimize Google Ads campaigns to increase online visibility and traffic
- Analyze marketing performance metrics and prepare regular reports to track effectiveness and ROI
- Work a minimum of one in-store shift per week to observe customer behaviour, understand store operations, assist frontline staff, and gather authentic marketing content and insights
- Work a minimum of one day at the main office to collaborate in person with other team members on projects and goals
- Collaborate with store management to align marketing initiatives with in-store merchandising and promotions
- Stay updated on digital marketing trends and incorporate best practices into marketing strategies

Qualifications:

- Ability to work both in a team and independently, with a strong sense of ownership
- Strong communication and time management skills
- Able to follow systems with attention to detail
- Experience in digital marketing, social media management, and email marketing
- Experience in photography/videography and Canva an asset
- Familiarity with Shopify, Square, Google Ads, and social media advertising platforms is an asset
- Intermediate working knowledge of Microsoft 365 Applications
- Comfortable working in a retail environment and collaborating with frontline staff
- Passion for sustainability, community engagement, and the mission of Rescued & Restored is a plus
- Flexibility to work weekends and reliable transportation as required

Start Date: January 2026

Hours: min of 24 hours per week, with opportunity for more

Location: Hybrid Opportunity

To apply: Submit a cover letter and resume to careers@eaglesnestwaterdown.ca. Please include any handles or links to any social media platforms you have managed or other online creative digital work you have created. We thank all applicants for their interest; however, we will only be contacting those selected for an interview.