



Job Posting – Marketing Specialist

Eagles Nest is looking for an individual to join our team as our *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 Freelton. 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 *Marketing Specialist* is responsible for executing the overall marketing plan to increase brand awareness, donor engagement and community outreach. This role reports to the Communications Manager and is responsible for managing social media, digital advertising, and email marketing.

Responsibilities:

- Collaborate closely with the Communication Manager and other internal teams to design and deliver cohesive marketing campaigns that align with Eagles Nest's mission and support organizational growth
- Manage social media platforms by creating engaging content, scheduling posts, and monitoring audience interaction
- Plan, implement, and optimize digital advertising campaigns across platforms such as Google Ads and social media channels
- Create and distribute targeted email marketing campaigns to promote events and fundraising initiatives
- Assist in coordinating community outreach efforts, building relationships with local organizations and stakeholders
- Support and actively participate in community activities and organizational events
- Monitor marketing performance metrics, analyze campaign effectiveness, and prepare reports with actionable insights
- Stay updated on industry best practices and emerging marketing trends to continuously improve outreach efforts

Qualifications:

- Ability to work both in a team and independently, with a strong sense of ownership
- Strong time management skills
- Strong skills in content creation, including writing, graphic design, and basic video production preferred
- Able to follow systems with attention to detail
- Demonstrated ability to manage multiple projects and deadlines effectively
- Experience in digital marketing, social media management, and email marketing
- Experience in photography, videography and Canva are an asset
- Familiarity with marketing tools and platforms such as Google Ads, Facebook Ads Manager, email marketing software, and social media analytics
- Intermediate working knowledge of Microsoft 365 Applications
- Passion for mental health advocacy and community engagement is highly desirable
- Flexibility to support events outside of regular office hours is required
- Reliable transportation is required

Start Date: Immediate

Hours: min of 24 hours per week

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.

Eagles Nest is committed to fostering an inclusive and accessible workplace. In accordance with the Accessibility for Ontarians with Disabilities Act, on request all reasonable accommodations will be provided to support participation in all aspects of the recruitment and hiring process and in performing the assigned responsibilities.