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Job Title: Communications and Special Projects Coordinator

Organization: Hope Centre Ministries (HCM)

Location: Winnipeg, MB

Position Type: Full-Time (35-40 hours/week)

About Hope Centre Ministries:

Hope Centre Ministries (HCM) is a faith-based non-profit organization dedicated to providing care, belonging, and spiritual growth opportunities for individuals with disabilities in Winnipeg, MB. Our programs foster connections with God and others, encourage faith exploration, facilitate learning, and promote community service. We offer a variety of programs, including Friendship From Home (Zoom Bible study), Community Sunday (worship gathering), parent support groups, Mid-Week Meets (community meet-ups), Toonie Tuesday (summer program), and are excited to launch The Raw Carrot Winnipeg, a social franchise providing meaningful employment for individuals with disabilities.

Position Summary:

The Communications and Project Coordinator will play a crucial role in enhancing HCM's communication strategies and supporting the successful launch and ongoing development of The Raw Carrot Winnipeg, as well as managing other key projects and events. This full-time position requires a creative, organized, and detail-oriented individual with a passion for serving individuals with disabilities and a strong understanding of digital communication tools. This role involves collaborating with various team members to achieve HCM's communication and project goals.

Key Responsibilities:

1. The Raw Carrot Winnipeg Project Launch & Coordination:

- Manage The Raw Carrot Winnipeg's social media presence, integrating it with HCM's overall social media strategy.
- Participate in start-up activities for The Raw Carrot Winnipeg, including interim kitchen management (cooking and preparation) as needed.
- Work with other staff to develop advertising, social media, and email communication strategies.
- Prepare for and participate in market sales, establishing sales pathways.
- Implement franchise guidelines from The Raw Carrot HQ and contribute to brand development across all HCM platforms.
- Coordinate the details of the official grand opening event including venue, invitations, advertising, and event execution.

2. Social Media Management:

- Develop and implement a comprehensive social media strategy to increase engagement and brand presence for both HCM and The Raw Carrot Winnipeg.
- Create engaging content, including reels, stories, and static posts, adhering to HCM's brand guidelines.
- Manage and maintain social media accounts across various platforms.
- Collaborate with staff to gather content and ensure social media reflects current happenings and activities.
- Utilize scheduling software to manage the posting schedule.
- Contribute to the development of HCM's brand "personality" online.

3. **Email Communications:**

- Schedule and manage all email communications, including monthly newsletters, church updates, fundraising campaigns, and specific communications related to The Raw Carrot Winnipeg.
- Create and design visually appealing email templates that align with HCM's branding.
- Coordinate with staff to gather content and copy for email communications.
- Develop and design downloadable resources as needed per specific communication.
- Ensure email schedules are respectful of supporters' inboxes.
- Maintain the online and printed monthly calendar.

4. **Blog Management:**

- Publish and maintain the HCM blog, "Stories of Hope."
- Coordinate with staff to gather content and copy for Stories of Hope.
- Format and upload blog content, including images and links.
- Create PDFs and engagement support materials as needed (e.g., surveys, links).
- Create and maintain a Stories of Hope schedule that supports the ongoing activities of Hope Centre Ministries and The Raw Carrot Winnipeg.

5. **Event Coordination (Hearts for Hope):**

- Lead and provide design, email, and social media support for the annual Hearts for Hope peer-to-peer fundraising event.
- Update and maintain the event website.
- Create event kits for sign-ups.
- Plan and execute event logistics, including decor, sponsor communication (developing sponsorship tiers), advertising, food, prizes, activities, and volunteer coordination.
- Manage the event budget and coordinate with vendors.

Qualifications:

- Demonstrates commitment to living out and sharing the values of the Christian faith.
- Passion for serving individuals with disabilities and a commitment to HCM's mission.
- Strong understanding of social media platforms and best practices.
- Proficiency in graphic design and content creation tools.
- Excellent written and verbal communication skills.
- Strong organizational and time-management skills.
- Ability to work independently and collaboratively as part of a team.
- Experience in managing email marketing campaigns.
- Experience with blogging platforms.
- Experience in and ability to learn software to support the various tasks needed. ie: Google Drive, Canva, Mailchimp, Monday.com (project management), Feedhive Word, Excel, etc.
- Ability to manage and work within the constraints of a budget.
- Valid driver's licence and vehicle.
- Experience in event planning and coordination is an asset.

To Apply:

Please submit the following documents to Shellie Power, Executive Director at shellie@hopecentreministries.org:

- Statement of faith
- Resume
- Cover letter outlining your interest in this position