



Trafalgar Castle
School

Trafalgar Castle School is an all-girls' day and boarding school situated in Whitby, Ontario. We've been around a long time (est. 1874) and may be small in size but we're big in heart and even bigger when it comes to bold ideas.

We're looking for a **Marketing and Communications Specialist (maternity leave)** to support our Marketing and Communications Department on contract.

You'll report to the Executive Director of Community Development and Engagement and be an important member of the Marketing and Communications team, responsible for strategic marketing and communications.

You have:

- A university degree or college diploma in marketing, communications, public relations or equivalent;
- A minimum of 3 to 5 years' experience in marketing and communications;
- A "no job is too small" attitude that enables you to manage a project from start to finish, working with internal and external constituent groups;
- Excellent communication and interpersonal skills;
- Exceptional time management and organizational skills;
- Ability to work both independently and collaboratively;
- Excellent writing and editing skills across multi-media platforms;
- Experience in Search Engine Optimization (SEO) tactics and strategies;
- Understanding of key social trends and media platforms (i.e. Facebook, YouTube, Instagram and Twitter) and how they can be used to shape brand identity;
- Ability to adapt to changing circumstances in a fast-paced environment.
- Knowledge of the independent school community;
- Experience with Canadian Press Style preferred; and
- Familiarity with the Google Apps Suite and Google Analytics would be an asset.

What you'll be doing:

- Developing and managing the production of all marketing and communications materials to ensure a strong brand profile;
- Developing and managing the school's social media presence;
- Directing ongoing improvements and updates to the website, including content and SEO management;

- Working collaboratively to support other departments to ensure consistent branding;
- Planning and executing media buys and advertising production;
- Creating a range of print and electronic materials including feature stories, news releases and publication content to leverage Trafalgar's brand internationally, nationally, and locally; and
- Undertaking market research.

Here's what we offer:

- Working in a Castle! You'll see when you get here, it's a beautiful place to be;
- Competitive salary;
- Free parking;
- Lunches provided (taxable benefit);
- Half-day Fridays prior to long weekends;
- Ability to work remotely;
- Really great colleagues who do fun things together; and
- A welcoming and vibrant school community.

If you think you're the right person for the job, please send a covering letter and resume by Friday, October 29 to careers@trafalgarcastle.ca.

Trafalgar Castle School is committed to fostering an inclusive, diverse and respectful environment where everyone feels they belong. We welcome and encourage qualified applicants who share our commitment. We are also committed to providing accommodations for persons with disabilities. If you require accommodation at any stage during the recruitment process, please contact Human Resources at careers@trafalgarcastle.ca so that we may work with you to meet your needs.

As a condition of employment, successful candidates will be required to submit a current original Vulnerable Sector Screening from the police jurisdiction in which they reside prior to commencing employment.

For the health and safety of our staff and students, our School has made COVID-19 vaccinations mandatory. Proof of being fully vaccinated against COVID-19 with a vaccine approved by Health Canada is a condition of employment.

For further information, please visit us online at: trafalgarcastle.ca