

Digital Marketing Coordinator

MitoCanada Foundation – Oakville, Ontario

MitoCanada is Canada's only registered health foundation dedicated to transforming the lives of individuals, families and caregivers with mitochondrial disease.

Our mission is to energize and support patients, families, and healthcare providers across Canada through education, support, awareness, and transformational research. We aim to be a reliable and trusted source of information and support for Canadians impacted by mitochondrial disease.

Position Summary

If you are a strategic thinker with strong marketing and design skills, this may be the job for you. As a Digital Marketing Coordinator, you will provide support across a full range of marketing initiatives in line with MitoCanada's strategic objectives, brand maintenance and community engagement goals.

Reporting to the CEO, this summer employment position is an ideal opportunity for a post-secondary student enrolled in a graphic design program or a recent graduate looking to gain valuable hands-on experience in the not-for-profit sector. The Digital Marketing Coordinator will be responsible for a range of marketing initiatives in line with MitoCanada's strategic objectives, brand maintenance and community engagement goals.

Responsibilities

- Design visual content such as brochures, posters, marketing display stands, reports, advertisements, and other marketing communication materials.
- Provide ongoing review and revision of existing marketing collateral materials.
- Responsible for creating images that coordinate with MitoCanada's marketing content, articles, and impact stories.
- Develop design concepts and templates for future use.
- Collaborate with Marketing to maintain brand consistency.
- Adapt designs across formats and ensure they align with MitoCanada's mission.
- Stay updated on design trends, sourcing images, and ensuring copyright compliance.
- Plan and execute a promotional campaign for the programs.
- Collaborate with the Marketing Communications team to brainstorm and implement strategies that boost brand awareness.
- Adjust promotional materials based on feedback and data analysis.

Qualifications

- Proficiency in Adobe Creative Suite and familiarity with Canva.
- Basic web design knowledge (WordPress) and a strong grasp of design fundamentals.
- Enrolled or completed a Graphic Design or Visual Arts program; portfolio required.
- Strong communication, time management, and creativity skills.
- Demonstrated ability to handle multiple projects and details simultaneously
- Basic experience with video and audio editing software
- Proficient in Microsoft Office tools (Word, Outlook, PowerPoint, Excel)
- Demonstrated experience in creating and assembling engaging marketing materials, ensuring brand integrity and adherence to print and digital specifications

Additional Information

- This is a virtual work opportunity for 35-hours per week, at \$22.00/hour, for 16-weeks of summer employment.
- Target **start date is May 5, 2025.**
- You must have access to a computer and reliable internet
- **This summer internship opportunity is made possible through the Canada Summer Jobs program under the Youth Employment and Skills Strategy and adheres to this program's hiring criteria.**
- MitoCanada is committed to supporting diversity and accessibility. If you require accommodation(s) during the recruitment process, we will work with you to meet your needs.
- Please forward your cover letter and resume to HR@mitocanada.org no later than **Wednesday, April 30, 2025.**