



Start Me Up Niagara

Communications & Public Relations Coordinator

TYPE OF POSITION: Full-Time - (\$23 – \$25/hr)

REPORTS TO: The Executive Director (in collaboration with the Management Team)

Position Summary:

Start Me Up Niagara (SMUN) is a dynamic social services non-profit organization supporting individuals experiencing homelessness, poverty, mental health challenges, barriers to employment, and social isolation. We work from a trauma-informed, non-judgmental, and compassionate approach to meet people where they are and empower their journey toward stability and wellness.

We are looking for a creative, community-driven **Communications & Public Relations Coordinator** to elevate our agency's presence across Niagara and beyond. This role leads digital storytelling, social media engagement, fundraising communications, and both internal and external public relations initiatives.

This job posting is for an existing vacancy

Position Overview:

The Communications & Public Relations Coordinator is responsible for developing and executing agency-wide communication strategies that highlight our programs, strengthen community outreach, and support fundraising. This role oversees digital content creation, media relations, website management, and the development of key agency publications.

Responsibilities:

Strategic Communications & Public Relations

- Support the Executive Director, management team, and program leads with communications planning and implementation.
- Lead the creation and execution of internal and external communications strategies.
- Develop and oversee agency-wide marketing and fundraising communication plans.
- Identify communication gaps, risks, and emerging opportunities.
- Maintain brand consistency and contribute to long-term brand development.
- Draft newsletters, press releases, reports, and public-facing materials.
- Build and maintain relationships with media across all platforms.
- Serve as primary contact for media and public communications inquiries.
- Support coordination of agency meetings, forums, and special events.

Digital Communications & Social Media

- Oversee all agency social media channels (Facebook, Instagram, LinkedIn, TikTok), including workflow, scheduling, and quality assurance.
- Create written, visual, and video content using Canva or Adobe Creative Suite.
- Manage posting, scheduling, and monitoring of social content across platforms.
- Research digital trends and best practices to strengthen community reach and engagement.
- Collaborate with management and program staff to assess design needs and produce supporting materials.
- Develop graphics for print, digital, signage, and promotional use.

Website Management



- Maintain and update all website content regularly.
- Ensure online content is accessible, accurate, and engaging.
- Collaborate with the Donor Engagement Coordinator on annual fundraising strategy and digital communications.
- Oversee the posting of agency documents, reports, notices, and newsletters.

Agency Publications & Reporting

- Lead development and production of the Annual General Report (AGR).
- Oversee creation of the annual digital “Year in Review.”

Additional Requirements

- Availability for occasional evenings, weekends, or special events.
- Support agency needs by attending 1–2 Bingo shifts per quarter.
- Perform other duties as assigned.

Qualifications:

- Post-secondary education in Communications, Public Relations, Marketing, or a related field.
- 1–3 years of experience in communications, public relations, or social media (nonprofit experience an asset).
- Strong writing, editing, and content development skills.
- Experience with social media tools and basic photography/video editing.
- Valid driver’s license for travel within the Niagara Region (and occasionally outside).
- Knowledge of the social services sector, or willingness to learn.
- Demonstrated ability to work with a trauma-informed, compassionate, and non-judgmental approach.

How to Apply:

Applicants are invited to email a cover letter and resume to hr@startmeupniagara.ca with the subject line “Communications & Public Relations Coordinator”.

We thank all applicants, however only those who are selected for an interview will be contacted

Accommodation

Accommodation provided during all parts of the hiring process, upon request, to applicants with disabilities. Applicants should make their needs known in advance.

Start Me Up Niagara is an equal opportunity employer and is committed to providing employment in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. Accommodations within reason due to a disability or medical need are available on request for candidates taking part in the recruitment process.