



*Health Out Loud (HOL) is a socially motivated grassroots movement that was founded as a student group in 2010, expanded into a non-profit organization in 2014, and became a CRA-registered charity in 2015. Through our community, high school and university programs that make health fun, relatable and understandable, we meet participant-identified health priorities for over 2000 participants. Not only do we have a huge track-record of success with innovating health, we also have a close-knit family of supportive friends and mentors. By joining our team, you will be a valued member of HOL; you will not only complete meaningful tasks, but you will also have the opportunity to transform your own ideas into real projects and shape HOL's long-term vision.*

**JOB TITLE: Marketing Specialist**

**REPORT TO:** Managing Director

**# OF VACANT POSITION(S):** 1

**TIME COMMITMENT:** 30-40 hours/week

**This position is ideal for students from the following programs:**

- Nonprofit management
- Graphic design
- Advertising and marketing communications

**BENEFITS:**

- Real-life experience shaping and implementing a branding strategy for a large audience, which can be added as marketing projects for a professional portfolio
- Public credit and exposure for developing a marketing strategy which impacts local communities, educational institutions, and large audience
- An energetic, fun, and driven team culture with amazing people
- One-on-one mentorship, plus continuous opportunities to provide feedback and shape your personal Health Out Loud journey
- A safe atmosphere that is inclusive, handles mistakes constructively, and encourages learning
- Leadership, project planning and behavior management training organized by Health Out Loud
- An opportunity to use your skills and interests to make a positive difference in the community
- Real-life leadership experience in teaching and public health
- A chance to be part of a diverse Toronto community
- An opportunity to work alongside Health Out Loud's professional advisors, including professors, leading professionals and community workers
- A potential platform from which to explore your own initiatives and entrepreneurial ideas, beyond your specific role
- An opportunity to learn more about the non-profit sector and to increase network ties in this domain

**RESPONSIBILITIES:**

- Develop and direct efforts for brand consistency and brand awareness throughout Health Out Loud, including through the website, physical promotional materials and social media outlets
- Implement strategies to ensure Health Out Loud's online portfolio and physical materials accurately reflect the organizations purpose and values
- Research and identify latest market trends and campaigns to continuously improve Health Out Loud's organization-branding strategy
- Conceptualize ideas for both designing and tracking the success of marketing initiatives
- Create a brand standards and usage guidelines document for physical promotions and digital marketing



- Supervise social media specialists, bloggers and graphic designers, initially, for continuous feedback on the integration of strategies and initiatives
- Collaborate with all subcommittee teams to brainstorm, draft and complete Health Out Loud's marketing strategies approach and vision for branding
- Assist in the integration of branding and marketing initiatives into all subcommittee teams to ensure consistency among the internal team
- Using industry best practices, analyze the outcome of new marketing strategies and initiatives routinely, and determine necessary approaches to revise marketing plans
- Present all marketing standards, strategies and initiatives weekly at core and subcommittee meetings
- Liaise with the managing director and executive team to consult on opportunities to promote Health Out Loud
- Ensure Health Out Loud's mission and values are communicated all the way from the top down within the organization and that they are followed at all times
- Attending bi-weekly core-team and multiple sub-committee meetings as required
- Act as an ambassador and promote Health Out Loud at networking events, conferences, or other external engagements

\* These responsibilities will be completed under the mentorship and supervision of a professional mentor. Students will be given more autonomy according to their comfort level and performance. We encourage all of our students to take on leadership roles, pitch ideas, and pursue personal projects.

#### **QUALIFICATIONS:**

- Leadership experience in the non-profit sector, other organizations or student groups
- Previous experience with development of marketing strategies and initiatives
- Sample of your work from a marketing related or personal project
- Experience designing brand standards for print and websites is an asset
- Knowledge of the latest market trends, technology and trending memes
- Advanced proficiency of Microsoft Office, specifically with skills in PowerPoint, Word and Excel
- Strong interpersonal, time-management and organizational skills
- Flexibility and adaptability in an environment with shifting priorities and deadlines
- Comfortable working in both a team oriented and independent manner simultaneously
- Willingness to listen and apply constructive approaches in a team setting
- Strong verbal and written communication skills
- Ability to think creatively and innovatively
- Excellent judgment and analytic abilities, including the capacity to assess situations, draw appropriate conclusions and make sound decisions
- Experience working with special populations, such as young mothers, youth or newcomers is an asset
- Ability to proficiently use a graphics design software is an asset, please specify any software used

*We're always interested in taking in creative, open-minded, and energetic people who can help us empower our community. We have built a wonderful team of people and a great place to work, too!*

*If you are interested in this position, please visit <http://healthoutloud.org/get-involved-2/join-hol/> and fill out the application online.*

*If we are not recruiting at the moment, please direct your interest to [info@healthoutloud.org](mailto:info@healthoutloud.org)*