



ABOUT CATALYSTE+

Catalyste+ is a Canadian economic development organization. We help people build better lives by strengthening local economies in Canada and in developing countries around the world. Since 1967, we've been building capacity with businesses, governments and community organizations to promote locally driven, inclusive growth and sustainable development. We act as a catalyst for our partners to realize their full potential.

CONTENT WRITER

SUMMARY

Reporting to the Senior Manager, Marketing, the Content Writer (CW) is responsible for planning, developing and executing a variety of communications and marketing programs in support of departmental and broader Catalyste+ objectives. The Content Writer will support the implementation of the communications and engagement strategies, and will lead a variety of projects and programs from conception through to execution. The CW will also play a key role in connecting inter-office activities and ensuring seamless client and Catalyste+ Advisor service. The position can be located in one of the following locations: ON, QC, BC, NT.

DUTIES & RESPONSIBILITIES

- Collaboratively responsible for the strategy and development of creative and effective content for web, social media, blogs, email, newsletters, print collateral, to reach and connect with target audiences.
- Research, write and prepare content for brochures, reports and various projects to support business development.
- Support the Sr. Manager, Marketing in the coordination of public speaking and/or special activities of Catalyste+ CEO & President, Board of Directors, Leadership Team (LT), staff and advisors.
- Play a key role in the development of donor relations communications and marketing strategies and tactics.
- Participate in the planning and execution of media relations and PR activities, including developing media relationships, proactive outreach, and measuring outcomes. May include third-party liaison.
- Supports the implementation of Catalyste+'s brand style, voice and best practices for all communications.
- Collaborate with other civil society organizations on campaigns and events, as appropriate.
- Continually research best practices, trends, and new strategies. Take initiative in identifying innovative communications and marketing activities to effectively engage Catalyste+ audiences.

WHAT YOU NEED TO SUCCEED

- A degree in Journalism, Creative Writing, Communications, or a related field
- Proven experience as a content writer or copywriter
- Experience using content management systems like WordPress or Drupal
- Exceptional written communication skills
- Impeccable use of grammar, punctuation, and spelling
- Compelling writing style, voice, and tone
- Strong attention to detail
- Ability to meet tight deadlines
- Creative and strategic-thinking skills
- Proficiency in web-based research and SEO best practices
- Positive attitude and a willingness to learn
- French language skills are required. Spanish language skills an asset.

WHAT'S IN IT FOR YOU

- Rewarding and meaningful work environment
- Work/Life balance; remote or hybrid work and flexible schedules
- Comprehensive Health Benefits plan
- Mental Health & Wellness Programs
- Generous employer matched pension plan
- Internal training & development events
- Mentorship program
- Innovative, collaborative & creative work environment
- Competitive base salary
- General time-off policies
- Holiday office closure
- Value diversity and inclusiveness

Please forward your resume, cover letter, including salary expectations, with **Content Writer** in the subject line to:

Jennifer Rovet, Recruitment Manager

jrovet@catalysteplus.org

Application deadline: February 9th, 2024

Catalyste+ is an equal opportunity employer. We thank all applicants for their interest, but only those selected for an interview will be contacted.

In the spirit of peace, friendship and respect, we recognize that our work takes place on traditional Indigenous territories across Canada. We also wish to acknowledge that the Catalyste+ office in Toronto is located on the traditional Indigenous territory of the Huron-Wendat, Haudenosaunee, the Anishnabeg, the Chippewa and the territory of the Mississaugas of the New Credit. In Montreal, our office is located on the unceded territory of the Kanien'kehá:ka.