



1 St. Clair Ave West, Suite 300  
Toronto, ON M4V 1K6

## JOB POSTING: Coordinator, Social Media & Digital Communications

(Fixed-Term Contract)

---

**Are you passionate about digital storytelling and using creativity to make a meaningful impact?** Capitalize for Kids is seeking an enthusiastic Coordinator, Social Media and Digital Communications to help elevate our digital presence and support our strategic marketing goals.

This part-time opportunity will be a six-month contract during the 2026 calendar year and is ideal for a creative, detail-oriented professional eager to contribute their skills in graphic design, copywriting, social media management, digital scheduling, and analytics. Working three (3) days per week, you'll play a hands-on role in amplifying our mission, collaborating with a dedicated team, and bringing engaging content to life across our digital platforms.

**But there's more.** By joining our team, you're not just advancing your career; you're contributing to a cause. Your work will directly support initiatives aimed at improving mental health services for children across the nation.

If you're passionate about purpose-driven work and eager to be part of a dynamic team that not only achieves ambitious goals but also values fun, health, and wellness, this is the perfect opportunity for you!

### THE OPPORTUNITY

Reporting to the Senior Manager, Marketing, Communications & Brand, the Coordinator will work with the Senior Manager in three ways:

- 1) **Executing social media and digital communications**, including content creation, scheduling, community engagement, and maintaining consistent brand voice and visuals across platforms.
- 2) **Supporting marketing and event initiatives**, through digital promotions, real-time social media coverage, content capture (photo/video), and collaboration with internal teams and partners.
- 3) **Managing digital administration and reporting**, including digital updates, analytics tracking, file organization, and general marketing and communications support.

### ABOUT CAPITALIZE FOR KIDS

Capitalize for Kids began in 2014 as a charitable investors conference that raised \$1 million for the Centre for Brain and Mental Health at SickKids. Eleven years later we are a growing community of professionals driving transformational positive change in the child and youth mental sector, having raised over \$21 million for youth mental health. We still have our roots firmly planted in the financial services industry, delivering the C4K Investors Conference and the Bay Street Games to raise these critical funds in support of our pro bono consulting-based impact work in the youth mental health sector.

In the past 12 years, Capitalize for Kids has helped over 360,000 kids and their families each year obtain critical mental health services and remove barriers to access. More than ever, kids are reaching out for support.

Demand is increasing and mental health service providers are struggling to keep up. Kids and their families are trapped on waitlists – unable to get the help they desperately need. According to the Mental Health Commission of Canada, an estimated 1.2 million Canadian children and youth struggle with serious mental health issues. **Kids and their families deserve so much better - that is why we focus on building capacity in kids' mental health services.**

## Revenue Generation

---

The Capitalize for Kids Investors Conference is C4K's flagship event and primary source of fundraising. The Investors Conference is Canada's premier best ideas and capital introduction conference. This 2-day event both delivers timely thought leadership through keynote addresses, best ideas pitches and thematic panels and serves to connecting global investment managers with North American institutional investors via a formal cap intro program.

Bay Street Games is the ultimate fitness competition between Bay Street firms. Co-ed teams of six will face off in a series of fitness challenges and at the end of the day, the winning team will be crowned as Bay Street's Fittest Firm. The goal of the games is to fundraise in support of the Capitalize for Kids Foundation and our efforts to build capacity at kids' mental health service providers across Canada, while encouraging teamwork and collaboration through a high-energy, fun competition.

## Impact Mission Work

---

Capitalize for Kids employs a dedicated impact team of management consultants who work exclusively in the community child and youth mental health sector to address its biggest challenges. The mandate of the impact work is to increase the capacity and quality of services in the sector to ensure young people and their families have access to necessary supports in their communities. We do this through providing funding and pro bono consulting services supported by funds raised by the C4K Investors Conference, Bay Street Games, and donations.

The Capitalize for Kids impact team works with service providers to identify gaps and challenges in their operations and to develop scalable solutions that can be deployed across the sector. Many of these engagements are done in partnership with top for-profit consulting companies who provide their support on a pro bono basis.

In addition to the impact consulting work, the Capitalize for Kids impact team also deploys funds in the sector to help implement solutions and progress key innovations. These funds are not provided as a blank cheque, but targeted at specific challenges and opportunities for the community child and youth mental health sector to help more young people and their families get the support they need.

## KEY DUTIES AND RESPONSIBILITIES

### 1. Marketing & Communication (60%)

- Administer the social media calendar, sharing impactful stories, organizational updates, sponsor acknowledgements and information pertinent to events.
- Design, write, and publish engaging social media content, including graphics, videos, and written posts, to drive audience engagement and enhance brand awareness. Tailor messaging for different platforms while maintaining a consistent brand voice and visual identity.

- Coordinate social media accounts; under the guidance of the Senior Manager, Marketing, Communications & Brand, actively engage with the community, create compelling content, and create meaningful interactions to enhance brand presence.
- Under the guidance of the Senior Manager, Marketing, Communications & Brand, support video, photo, and design production to create media for the organization's online followership
- Support with guidance on brand guidelines to maintain a cohesive and impactful presence across digital materials, ensuring consistency in visual identity, messaging, and tone.
- Work closely with internal departments to ensure materials are appropriate and compelling. Work closely with vendors and internal teams to meet deadlines and budget requirements.
- Capture and edit high-quality event photos and videos for marketing and communications use, ensuring visual content aligns with brand aesthetics and supports with effectively telling the story of events and initiatives.
- Maintain and update the organization's website (WordPress) with relevant and timely content to ensure accuracy and consistency with content distributed via social media platforms.

## 2. Event Support (20%)

- Collaborate with internal teams to execute event announcements and various communication materials
- Coordinate the development, design, and launch of event material, ensuring cohesive branding and functionality.
- Under the guidance of the Senior Manager, Marketing, Communications & Brand, support with social media logistical and promotional efforts to enhance event engagement, streamline operations, and collaborates to ensure a seamless attendee experience.
- Provide real-time social media on-site event coverage, capturing key moments, posting live updates, engaging with attendees, and ensuring brand messaging is consistently represented across platforms.
- Provide assistance in coordinating photographers and videographers for events. Support event coverage during conferences and events.

## 3. Administration (15%)

- Assist the Senior Manager, Marketing, Communications & Brand, with expense tracking and file maintenance related to departmental budgeting, etc., as requested.
- Prepare detailed debrief notes and post-event reports to document key takeaways, successes, and areas for improvement.
- Track and analyze marketing metrics, reporting to the Senior Manager, Marketing, Communications & Brand, to support data-driven decision making and to optimize promotional and campaign performance.
- Schedule and coordinate meetings, ensuring agendas, materials, and follow-ups are well-organized.
- Maintain organized records and documentation for marketing and communications activities.
- Manage internal communications to keep teams informed and aligned on project timelines and priorities.

## 4. Other duties as requested. (5%)

## REQUIRED EXPERIENCE & COMPETENCIES

- Prioritizes social media, digital content, and event-related tasks to meet deadlines and support key organizational campaigns and events.
- Determines how to adapt messaging, visuals, and channels (within brand guidelines) to best engage target audiences and support campaign objectives, escalating complex or sensitive content to the Senior Manager as needed.
- Identifies issues, risks, or negative engagement on social and digital platforms, and decides when and how to flag and escalate concerns to the Senior Manager to protect C4K's brand and reputation.
- Selects and organizes photos, videos, and digital assets to feature across platforms, ensuring they align with C4K's mission, values, and accessibility expectations.
- Working with a variety of stakeholders will require judgment and political acuity.
- Under the guidance of the Senior Manager, Marketing, Communications & Brand, work to ensure that all marketing and communications materials accurately represent the organization's mission, values, and stakeholders while avoiding any content that could be misinterpreted or put the organization in a negative light. This includes carefully reviewing social media posts, event messaging, and promotional materials to maintain brand integrity and align with organizational priorities.
- Balancing competing deadlines during peak campaign/event periods.
- Engages with cross-functional teams to develop and execute effective social media and communication strategies.
- Act as a liaison between the organization and the online community, ensuring clear, on brand messaging, while adhering to deliverables and scheduling.
- Work closely with the Senior Manager and Senior Coordinator, Marketing, Communications & Brand, and other departments, and organization partners to encourage seamless communication and teamwork.
- Provide additional day-of and lead-up support for Capitalize for Kids' Investors Conference and Bay Street Games. Collaborating online with speakers, corporate partners, and organizations supporting each event, ensuring alignment with sub-brand messaging and promotional materials.

## EDUCATION & EQUIVALENT EXPERIENCE

- Post-secondary diploma in marketing, public relations, communications, design, or an equivalent combination of education and experience.
- Minimum 1 to 3 years of job-related experience in print and digital marketing or social media content development or a related field.
- Proficient in Microsoft Teams and the Microsoft Office Suite, including Word, PowerPoint and Excel.
- Proficient with Adobe Creative Cloud software (Photoshop, Illustrator, InDesign) and Canva with an understanding of accessible design best practices.
- Familiarity with web design and coding a plus. (WordPress, HTML, CSS, etc.)
- Has the ability to convey messages creatively and clearly both verbally and in writing.
- Experience interacting and connecting with persons of various social, cultural, or economic backgrounds; at ease with a variety of audiences.

## WORK ENVIRONMENT AND REQUIREMENTS

- Due to regulatory and operational requirements, applicants must be based in Ontario, Canada; applications from candidates residing outside Ontario will not be considered.
- Work from home: working remotely and telecommuting via Microsoft Teams to coordinate with staff. Occasional in-office days for team building, additional support, day-of event coverage, and project collaboration.
- Occasional evening/weekend work may be required in the weeks leading up to large events.
- Work in office is conducted within a climate-controlled environment.
- Due to the nature of the role with the need for attention to detail and analytics, sustained eye strain and keyboarding/mouse movement are required a significant portion of the incumbent's day.
- The incumbent will be required to keep information confidential and/or work with sensitive data regularly within their position and will need to manage communications when topics are controversial or may be occasionally unpleasant.

## FOR MORE INFORMATION

Interested candidates should send their resume to [alex@capitalizeforkids.com](mailto:alex@capitalizeforkids.com) by **end of day Monday, January 29, 2026** with the subject line "JOB POSTING: Coordinator, Social Media & Digital Communications". Please include a cover letter outlining your interest in the role and explaining how your skills and experience make you a strong fit for this position.

Capitalize for Kids welcomes and encourages applications from all qualified individuals including, but not limited to women, Indigenous persons, racialized persons, persons with disabilities and persons of all sexual orientations and/or gender identities. All qualified candidates are welcome to apply; however, priority will be given to Canadian citizens and permanent residents.

Capitalize for Kids is an equal opportunity employer and welcomes and encourages applications from all persons including those with disabilities. Accommodations are available on request for candidates taking part in all aspects of the interview process.

Capitalize for Kids is a hybrid work environment.

### Salary Range:

This is a part-time, fixed-term position (approximately 0.6 FTE, three days per week).

The full-time equivalent salary for this grade is \$66,280 - \$99,420 per year, commensurate with experience.