

Job Posting

Marketing, Events and Project Coordinator (Full-Time)

The Older Adult Centres' Association of Ontario (OACAO), founded in 1973, is a non-profit, charitable organization providing resources, expertise and leadership to Older Adult Centres, Seniors Active Living Centres (SALCs) and senior groups through advocacy, education, networking, and innovative direction. The Association has a growing membership of over 250 Centres, organizations and individuals involved in working with older adult participants and volunteers across Ontario. The OACAO Head Office is located in Caledon East, ON.

Position Overview:

The OACAO is looking for a full-time **Marketing, Events and Project Coordinator** who oversees the Seniors Active Living Fairs project, including project coordination, approvals, communication, and reporting. They supervise the Fairs Assistant, lead the coordination and delivery of the OACAO Capacity Building Webinars and OACAO Business Partnership program. Responsibilities also include supporting the planning and promotion of the OACAO Aging Well Conference and Trade Show, managing OACAO marketing initiatives, social media, and communications, maintaining the OACAO website, and collaborating with staff, board members, and community partners to advance OACAO's strategic priorities.

Responsibilities and Duties:

- Oversee and coordinate the Seniors Active Living Fairs project, including applications, approvals, communication, timeline management, host support, evaluation, data collection, and funder reporting
- Supervise and support the part-time Seniors Active Living Fairs Project Assistant
- Provide leadership in the coordination & implementation of OACAO Capacity Building Webinars
- Recruit, support, and maintain relationships with OACAO Business Partners
- Manage marketing, media, and communications initiatives, including website updates (WordPress) and social media management (e.g., Facebook, LinkedIn)
- Assist with planning and promotion of the OACAO Aging Well Conference, including Conference Trade Show coordination
- Support the Executive Director and Board of Directors with communication strategies, including news releases and outreach efforts
- Work collaboratively with the Membership Services & Administration Lead and other staff for marketing, communication and outreach
- Utilize the OACAO's online membership software (Wild Apricot) for events management
- Assist with sector-wide research projects as needed using SurveyMonkey software
- Set goals to achieve related Strategic Priorities as set out by the OACAO Board of Directors
- Work closely with staff, board members, volunteers and partners to promote OACAO
- Attend community meetings and events as required (e.g., OACAO regional meetings)
- Other duties as assigned or required

Older Adult Centres' Association of Ontario
Association des centres pour aînés de l'Ontario

P.O. Box 65, Caledon East, ON L7C 3L8
toll free: 1-866-835-7693 local phone: 905-584-8125 fax: 905-584-8126
www.oacao.org

Qualifications and Skills:

- Post-secondary education in a related field, with a minimum of three years of relevant experience
- Experience in project management, event planning, and marketing/communications
- Demonstrated knowledge, skills and abilities to deliver the job responsibilities, be self-motivated with a positive attitude, and able to work independently, and as part of a team
- Highly organized with strong attention to detail, time management, and the ability to multitask in a fast-paced environment
- Strong communication, administration, and evaluation skills, with comfort in public speaking and team collaboration for event planning
- Proven ability to build relationships and work collaboratively with diverse stakeholders
- Proficient in Microsoft Office and Zoom, with experience in WordPress, Wild Apricot, and SurveyMonkey considered an asset
- Ability and willingness to travel as necessary across Ontario—a valid driver's license and use of a personal vehicle are required
- Residing in Southern Ontario / Greater Toronto-Hamilton Area is preferred
- Experience in older adult centres or seniors-focused organizations is an asset

Salary Range: \$53,000 - \$58,250 annually (based on experience, education & skills), plus benefits

Hours per week: 35 hours per week, Monday to Friday, flexible work schedule (May be required to work occasional evenings or weekends)

Work location (Hybrid): Home Office with occasional in-person meetings at the OACAO Office in Caledon or another agreed-upon location. Attend Seniors Active Living Fairs across Ontario and occasional community events, conferences, and/or meetings in Ontario.

Reporting to: OACAO Executive Director

Closing date for applicants: Rolling deadline until the position is filled

Application Process: Interested individuals should forward their resume via email to Sue Hesjedahl, Executive Director, at sue@oacao.org. Please quote "Marketing, Events and Project Coordinator" in the subject line. We would like to thank all applicants; only those invited to interviews will be contacted. No phone calls, please.

OACAO is an equal-opportunity employer that values diversity in the workplace. We will accommodate any individual needs in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If you require accommodation to participate in the hiring process, please contact sue@oacao.org to let us know your needs in advance.

Posting Date: March 20, 2025

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