

Job Posting - Pre-Arrival Support Services (PASS) Marketing & Promotions Officer

Full Time Position- (37.5 hours/week)

We are looking for an individual who is able to work closely, flexibly and energetically with a small staff team in a principled and pragmatic way in working towards the achievement of the CARE Centre's vision, mission and goals. The successful candidate will be required to work in our Toronto and Peel Region locations.

CARE Centre for Internationally Educated Nurses (IENs) has supported over 4,500 nurses from more than 100 countries to become registered in the province since 2001. Pre-Arrival Supports and Services (PASS), funded by Immigration, Refugees and Citizenship Canada (IRCC), is a project of CARE Centre for Internationally Educated Nurses (IENs), a bridge-training program funded by the Government of Ontario. PASS helps pre-arrival IENs in their countries of residence who are planning permanent immigration to Canada. PASS offers supports and services designed to shorten the time that IENs spend upon arrival in Canada to professional registration and employment. PASS is free for participants with proof of graduation from a nursing school and a letter of immigration confirmation from the Government of Canada.

Key Responsibilities

Reporting to the Program Manager, the PASS Outreach and Promotions Officer is responsible for launching and managing strategic marketing campaigns and events to raise awareness of the PASS Program.

- Organize marketing campaigns and events to raise awareness of PASS Program
- Stakeholder engagement within and outside of Canada, with a focus on targeting the demographic area of IEN source countries of migration
- Research potential outreach venues and methods of engagement with stakeholders in the nursing sector
- Write, edit, and upload engaging content for targeted online platforms
- Collaborate with CARE Centre's Digital Specialist to develop PASS promotional marketing materials
- Organize and engage in digital outreach activities and media outreach events
- Collaborate with CARE Centre colleagues and nursing experts for insight into effective messaging for the target demographic (IENs outside of Canada)
- Analyze data for insights into marketing trends to optimize outreach strategy
- Measure and report the performance of marketing campaigns to gain insights
- Other duties as assigned

JOB ACCOUNTABILITIES AND RESPONSIBILITIES

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Qualifications:

Required skills, competencies, and qualifications

- Bachelor's degree in marketing, business administration, advertising, or public relations
- 3 or more years of experience in promotional outreach, marketing, sales, or advertising
- Hands-on experience in developing outreach campaigns and promotions
- Effective written and oral communication skills
- A confident public speaker with strong interpersonal skills
- Ability to collaborate with management, PASS team, agency partners, and stakeholders in the Canadian nursing/health sector
- Analytical understanding of current social media and digital marketing strategies
- Problem-solving, critical thinking, and decision-making skills
- Project management skills: goal setting and timeline management

Preferred skills and qualifications

- Graduate degree in marketing, business administration, advertising, or public relations
- Experience with relevant markets and trends in the not-for-profit Canadian nursing/healthcare sector Established media contacts

Salary Range:

\$66,000 to 85,500

Please send a resume with cover letter by explaining how your experience has prepared you for this position by *Friday November 17, 2023* to:

CARE Centre for Internationally Educated Nurses

email: cleblanc@care4nurses.org

(please include **PASS Marketing & Promotions Officer** in the subject line)

We thank all applicants for applying. Only those selected for an interview will be contacted. CARE Centre is committed to diversity in the workplace.