



YouQuest Young Onset Dementia Association (YouQuest) improves quality of life for people with young onset dementia (age 40-64) and their care partners. Providing practical daytime support in a public recreation setting, YouQuest strives to address a void for this underserved community in Canada.

While attending a YouQuest service day, participants have an inviting place to engage in meaningful activities co-planned with recreation therapists and volunteers while Care Partners have peace of mind and a full day to maintain work, family life and their own health. Starting in 2018 as a pilot program, YouQuest has established its place in Calgary and has become well known among peer communities across Canada.

YouQuest has an immediate opening for a [Marketing and Communications Coordinator](#). This is an part-time contracted position.

## Position Summary

Reporting to the Executive Director, the Marketing and Communications Coordinator will oversee the marketing plan for YouQuest including the development of a marketing strategy, budget, implementation and evaluation of the marketing plan. The Marketing and Communications Coordinator will also manage YouQuest's electronic communications including newsletters, website content and online presence through social media.

## What you are Responsible For

- Coordinates communications to families, participants, alumni, donors, partnering organizations, and to the community at large through the CIVI Mosaico system, or other identified tools ensuring that user information in the system is kept current<sup>[OOB]</sup>
- Oversees YouQuest's online presence (Facebook, LinkedIn, Instagram, and website), including developing content for social media sites and the website <sup>[OOB]</sup>
- Updating and maintaining content in the Civi database system
- Responds effectively to external inquiries received through contact forms and general emails
- Effectively responds to comments, questions, and external inquiries on YouQuest social media.
- Develops marketing strategy (identifying target markets, establishing budget, setting calendar, meeting deadlines) in collaboration with Executive Director and effectively implements, evaluates and makes suggestions for modifying the marketing plan
- Actively looks for opportunities and partnerships to feature information about YouQuest to educate about young-onset dementia and spread the word about YouQuest's services
- Source and create visuals/graphics for quarterly newsletters, annual report & social media while maintaining the YouQuest brand and feel.
- Continually liaises with the Executive Director, and other contractors to glean and disseminate information to YouQuest supporters.
- Update Executive Director with progress, make suggestions for improvements as appropriate



## What you bring to YouQuest

You have a connection with or an understanding of dementia and are excited to make a difference in the lives of people impacted by this disease. You are a strong communicator, are a self-starter and are extremely self-disciplined and organized. You are very comfortable with a variety of software programs including website development (WordPress), social media, databases and electronic communications software. Digging in to troubleshoot when an issue pops up is not a concern for you. You're also willing to attend in-person service days and other special events as they arise. In addition to this, you have the following:

- Bachelor's Degree in Marketing, Communications or similar field
- Previous experience with marketing, communications, social media and website support (preferred 2+ years' experience which can include practical experience during training)

## How to apply

To apply, please email and cover letter and resume in confidence to Brenda Giroux at [careers@youquest.ca](mailto:careers@youquest.ca). Please include the reference number YQ21003 in the subject line.

Resumes will be reviewed as they are received. This position will remain open until we find the best fit for our team, however, we will be working to fill the position by October 31, 2021.

Only applicants selected for interview will be contacted. No phone calls, please. For more information about YouQuest, please visit [www.youquest.ca](http://www.youquest.ca)