

# Tapestry

## Marketing Coordinator

Start Date: June 22, 2020 (9 weeks duration)  
Wage: \$15.00  
Job Type: full-time  
Location: Toronto/home-based  
(Funded by the Canada Summer Jobs Grant Program – see [eligibility criteria](#) for applicants)

### Job Description

Tapestry Community Capital is seeking a motivated marketing coordinator to aid in the development and execution of client marketing plans and strategies to raise awareness for the organization and drive sales of community bonds for our clients.

In this role, you will stay informed about the market, industry trends, and the competitive landscape, while helping strategize and implement marketing, branding, and advertising plans.

Working under the supervision of the Marketing Manager, you will be responsible for:

- Drafting reports
- Creating, coordinating and scheduling content
- Tracking results
- Building relationships with media
- Supporting all marketing strategies

### We are looking for a team member who is:

An innovator  
Creative  
Adaptable  
An excellent communicator  
Enthusiastic

We believe that experience comes in many forms and that skills are transferable across sectors. We hire competent, confident people who share our values and exhibit a positive “can-do” attitude. We encourage you to apply if you feel that this opportunity speaks to you.

You will thrive in the Tapestry team environment if you are motivated by community participation and positive change, and you can demonstrate excellent collaborative skills paired with sound judgment.

### You are someone with:

- 1-2 years’ experience in a similar role is an asset.
- Bachelor’s degree in Marketing and/or equivalent;
- Proven Marketing and campaign coordination skills;
- Business communications experience;
- Ability to work remotely if needed

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## What we can offer you:

- A flexible working environment with core office hours between 10 am – 3 pm

## About Tapestry Community Capital

Launched in May 2018, Tapestry Community Capital was created to help community organizations across Canada raise the required capital to finance their dream projects.

We believe deeply in the principle of community ownership of community assets. Each and every citizen or resident can be a 'co-owner' in their local project, by investing in a Community Bond issued by their local community organization. This inclusive model has been successfully adopted across diverse social sectors - from affordable housing to co-working spaces, from arts & culture to renewable energy, from sports clubs to assisted living and to sustainable food supply.

We have assembled a top-notch Tapestry team that is built upon a set of core competencies gained from 14 successful Community Bond campaigns conducted over the past decade. We offer our skills and expertise on a fee-for-service basis, ranging from early feasibility & planning through to full execution of a successful bond campaign. After the campaign, we provide ongoing investor management services and financial reporting to support our clients throughout the life-cycle of their bonds.

Tapestry is seeking the right individual to join our core team and to expand our reach across Canada. This year's goal is to conduct 8 more successful client campaigns – and we need your skills, expertise, and enthusiasm to make that happen.

## About our Clients

Each and every one of Tapestry's clients (and prospective future clients) is a mission-driven organization that is tackling a real need in their community. They know what needs to be done and how to do it. They have a compelling vision and history. And they have a dream project – they just aren't sure how to finance it. That's where Tapestry comes in. We help evaluate their options, and we only recommend using a Community Bond where it makes sense.

Once a client decides they will raise a community bond, they want to get the campaign going, fast. Our team works with them to design and structure every aspect of the campaign, ensuring its success.

**Deadline: Jun 19, 2020.** Applicants are encouraged to send their application as soon as possible as interviews will be held on a rolling basis.

## How to Apply - Please review these instructions carefully:

- Please prepare a cover letter telling us why you are interested in working for Tapestry Community Capital, how your previous experiences will contribute to this role and when you are available to start.
- Please send your cover letter and resume as a single PDF.
- Please use your full name as the file name (i.e. MaryJones.pdf)
- Send your application by email to [karen@trec.on.ca](mailto:karen@trec.on.ca)

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Tapestry Community Capital is fully committed to diversity and values the contribution of its employees from diverse backgrounds and experiences. We welcome applications from all persons, visible minority group members, women, persons with disabilities, members of sexual minority groups, and any others who may qualify for this position. If you are invited for an interview and require special arrangements, please let us know. We thank all applicants for taking the time to submit a cover letter and resume, however, only those selected for an interview will be contacted.