

Digital Marketing Coordinator

Organization: Culture Matters Foundation (CMF)
Location: Hamilton, Ontario (Hybrid/In-Person/Remote)
Position Type: Canada Summer Jobs (Temporary Full-Time)
Hours: 30 hours per week
Term: June 22, 2026 to August 21, 2026 (9 weeks)
Compensation: \$17.60 per hour
Reports To: Executive Director

About Culture Matters Foundation

Culture Matters Foundation (CMF) is a Hamilton-based nonprofit organization that celebrates, preserves and amplifies the voices, stories, and creative contributions of Afro-Caribbean and Black (ACB) communities in the greater Hamilton region. Our aim is to create equitable access to the arts and promote ACB culture. We create opportunities for youth and families to connect with culture, build confidence, and access enriching experiences that foster belonging and personal growth.

Position Summary

Culture Matters Foundation is seeking a motivated and enthusiastic **Digital Marketing Coordinator** to join our team through the Canada Summer Jobs program. This position offers valuable hands-on experience in the non-profit sector while contributing to meaningful community programs and events that positively impact Black youth and families.

The successful candidate will support Culture Matters Foundation (CMF) by developing digital content, implementing a marketing strategy and enhancing community visibility for CMF's cultural programs.

Key Responsibilities

The successful candidate will:

- Support the creation of a digital marketing strategy.
- Identify which social media platforms are most suitable for CMF.
- Develop, schedule and post social media content across said social media platforms.
- Capture photo/video content and create graphics at and for CMF events for ongoing digital use.
- Create templates which can be repurposed for all communication. E.g. letter head, social media posts, presentations etc.
- Assist in building CMF's digital brand voice and social consistency

- Track analytics and create a plan to improve metrics by 10%
- Assist in updating CMF website with current event information
- Participate in team meetings and organizational planning activities.
- Maintain accurate records and complete assigned reports.
- Assist with other administrative and operational tasks as required.

Qualifications

The ideal candidate will possess:

- Strong verbal and written communication skills.
- Excellent organizational and time management skills and the ability to meet deadlines.
- Creativity and an interest in digital storytelling.
- Ability to work independently and collaboratively within a team.
- Interest in arts, culture, youth engagement, and community development.
- Proficiency with Canva, AdobeMicrosoft Office, Google Workspace, and online communication tools.
- Interest in community development, arts and culture, youth engagement, or nonprofit work.
- Professionalism, reliability, and attention to detail.

Preferred Technical Skills

Experience with the following tools is considered an asset:

- Canva, CapCut, Adobe Express, or similar video editing software
- Meta Business Suite
- Instagram, Facebook, TikTok, LinkedIn, and YouTube
- WordPress
- Klaviyo
- Google Workspace (Docs, Sheets, Drive)
- Microsoft Office Suite
- Eventbrite
- ClickUp, Trello, or other project management platforms

Preferred Assets

- Experience volunteering or working in community organizations.
- Social media, marketing, or content creation experience.
- Knowledge of Black, African, and Caribbean cultures and communities.
- Valid Vulnerable Sector Check.

Eligibility Requirements

This position is funded through the Canada Summer Jobs program. To be eligible, applicants must:

- Be between 15 and 30 years of age at the start of employment.
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act.
- Be legally entitled to work in Canada.
- International students are not eligible for this role.

What You Will Gain

- Hands-on experience in the nonprofit sector.
- Professional mentorship and skills development.
- Experience supporting community-based programs and events.
- Opportunities to build leadership, communication, and project management skills.
- Meaningful work that contributes to positive community impact.

How to Apply

Please submit the following:

- Resume
- Cover Letter (optional but encouraged)

Applications should be sent to: hello@culturemattersfoundation.org

Application Deadline: Jun 12, 2026

Culture Matters Foundation is committed to fostering an inclusive and welcoming environment. We encourage applications from individuals of diverse backgrounds and lived experiences.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.