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# JOB DESCRIPTION

## Program and Marketing Coordinator

ISNA ELEMENTARY SCHOOL  
1525 Sherway Drive, Mississauga, ON, L4X 1C5

### Job Brief

The ISNA Elementary School is searching for a motivated, driven and management-skill based candidate to establish and run exciting extra-school programs (after-school, weekend and summer) and promote the school as a whole. The position will require the candidate to carefully plan and organize such programs and fulfill any operational requirements. Furthermore, the candidate will also manage the school's marketing and programs across all social media channels, school website and newsletters. In order to be successful in this position, candidates must be organized and detail-oriented; the candidate must be comfortable working with diverse teams and provide leadership. Program management skills are emphasized. Ultimately, the candidate must develop and manage effective programs and marketing for the ISNA Elementary School.

### Responsibilities

- Follow professional practices consistent with school and system policies in working with students, students' records, parents and colleagues;
- Development and support planning and coordination of a program and its activities according to given and developed criteria;
- Communicate with potential sponsors, donors and stake holders to obtain resources
- Prepare proposals to funding agencies;
- Engage and track third party vendors to establish a well-designed and multi-faceted engaging program.
- Ensure implementation of policies and practices;
- Maintain budget and track expenditures/transactions;
- Maintain proper documentation related to programs and operations;
- Manage communications and promote school and programs through media relations (i.e. newsletter, email, classroom dojo, social media, website etc.);
- Help build positive relations within the team and external parties, with parents and students;
- Schedule and organize meetings/events and maintain related documentation;
- Ensure technology is used correctly for all operations as needed;
- Prepare paperwork and order materials;
- Keep updated records and create reports or proposals;
- Support growth and program development;
- Manage staff related to extra programs;
- Provide student support during programs and activities; and
- Design and implement an all-encompassing marketing plan in the community as well as community engagement for general school promotion
- Assist other activities of the school as and when required

### Requirements

- Proven experience as program coordinator or relevant position;
- Knowledge in program management and development procedures;
- Knowledge of budgeting, bookkeeping, documentation procedures and reporting
- Tech savvy, proficient in MS Office, social media, internet etc.
- Ability to work with diversity and multi-disciplinary teams
- Excellent time-management and organizational skills
- Outstanding verbal and written communication skills
- Strong research skills
- Detail-oriented and efficient
- Knowledge and experience in all forms of social media and marketing
- BSc/BA in business administration or relevant field
- Knowledge of Adobe Photoshop and/or Adobe Illustrator and/or graphics design is a plus

**Interested individuals should send resume and cover letter to:  
[info.elementary@isnaschools.com](mailto:info.elementary@isnaschools.com)**