

The Reh-Fit Centre is a not-for-profit organization with a mission to enhance the health and well-being of its members and the community by providing innovative health and fitness services through assessment, education, and exercise in a supportive environment.

Are you looking for a role that will challenge you? Would you like to communicate and promote the innovative health and fitness services of Canada's first certified medical fitness facility? If so, we'd like to hear from you!

MARKETING AND COMMUNICATIONS OFFICER

Reporting to the Director of Membership, this full-time position develops, executes, and evaluates an annual Marketing and Communications Plan supporting the Centre and Foundation. This is a hands-on role that combines strategy with day-to-day execution of marketing and communications activities, including writing, designing, and distributing marketing and communications materials.

Key responsibilities of this position:

- Develop and execute a strategic marketing and communications plan that supports the Centre programs, services, and organizational goals.
- Create and manage internal and external communications while ensuring consistent brand standards across all platforms and materials.
- Oversee digital content and engagement across social media, website, e-newsletters, and podcasts, using analytics to refine strategies.
- Support fundraising and sponsorship initiatives through targeted communications, donor materials, and fulfillment coordination.
- Coordinate marketing and communications for Centre and Foundation events and act as a liaison for media relations and public-facing platforms.
- Collaborate with internal teams and monitor industry trends to inform content strategy and enhance public engagement.

The ideal candidate will possess the following:

- A post-secondary degree or diploma in marketing, communications, public relations, journalism, or a related field.
- Minimum 5 years of progressive experience in marketing and communications, including strategy development and campaign execution.
- Strong writing, design, and content creation skills for various audiences, including donors, members, and the general public.
- Experience creating video content—from concept through editing—that connects with audiences across social media and other channels.
- Hands-on experience with social media tools and analytics (e.g., Facebook Ad Manager, Google Analytics, Hootsuite).
- Podcasting experience (production, promotion) is an asset.
- Proven ability to manage multiple projects, deadlines, and budgets with a results-oriented mindset.
- Proficiency with Microsoft Office, Adobe Creative Suite (including InDesign), Canva, email marketing platforms, and CMS tools.
- A collaborative, adaptable approach with strong interpersonal skills to lead and engage internal teams, sponsors, and community stakeholders.
- A personal commitment to health, well-being, and the mission of the Reh-Fit Centre.

How to apply:

Submit your resume, cover letter, and salary expectations to hr@reh-fit.com



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