



# Canada Homestay Network Society

## Job Description – Marketing and Event Coordinator

### Summary

The Marketing and Event Coordinator supports the CHN's business units in delivering Canada Homestay Network's (CHN) internal and external communications, marketing activities, and digital engagement. This role contributes to strengthening CHN's brand, supporting host recruitment, enhancing the customer journey, and fostering engagement with hosts, students, clients, and partners.

This is an ideal position for in your early career of marketing professional who is excited to learn, grow, and contribute across a wide range of projects including digital advertising, event coordination, social media, stakeholder engagement, and graphic design. The coordinator plays a vital supporting role in both virtual and in-person engagement efforts.

Communications at CHN is grounded in our core values:

- Listen Curiously
- Collaborate Optimistically
- Grow Courageously
- Guide Compassionately
- Give Wholeheartedly

### Responsibilities

#### Strategic Marketing and Host Recruitment Support

- Assist with the development and updating of digital and print marketing materials such as posters, brochures, flyers, pop-ups, and promotional assets.
- Prepare, package, and ship marketing collateral (brochures, banners, branded items) to local teams across Canada and maintain inventory of marketing materials and branded assets.
- Support community-specific outreach strategies (traditional media, direct mail, print distribution).
- Research and identify high-value community events that attract potential hosts, and coordinate CHN team participation.
- Identify and develop sponsorships and collaborations with organizations that align with host recruitment goals.

#### Customer Service Tools and Digital Platforms

- Assist with maintaining CHN's websites and portals to ensure content accuracy, clarity, and a strong user experience.
- Support creation and updating of guides, FAQs, how-to materials, and onboarding documents for hosts and students.
- Help ensure communications best practices are applied throughout CHN's host/student/client/partner journey.
- Produce video content for YouTube and social channels to enhance brand awareness and storytelling.
- Coordinate seeded client communications for partners to share on their own social media channels, promoting hosting opportunities.

#### Stakeholder Engagement

- Manage CHN's various social media channels with frequent and engaging content, community moderation/reputation management, and interactive opportunities like photo contests.
- Develop regular newsletters featuring timely, relevant information and host/student success stories that celebrate and reinforce the homestay experience.
- Plan and create social media messaging campaigns to drive traffic to CHN's website and increase host inquiries.



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- Support event planning, coordination, and on-site logistics for host recruitment and community engagement, including capturing best practices and how-tos in “kits” to support team members.
- Develop community-focused flyers and promotional materials for distribution by local teams.
- Support drafting communications for projects and engagement initiatives.

### **Internal and Corporate Communications**

- Support CHN's visual and brand identity through proper use of logos, templates, email signatures, and branded assets.
- Assist corporate services teams (HR, IT, Leadership) with communication tasks such as updates, announcements, or document formatting.
- Organize and archive files, photos, and multimedia assets.

*Other duties directed by the CHN Leads and Co-CEOs as required.*

### **Education & Experience**

- 1 - 2+ years of marketing, communications, public relations, digital media, or related experience (internships, co-ops, and school projects welcome).
- Diploma/degree in Communications, Marketing, Public Relations, Digital Media, Journalism, or a related field preferred.

### **Technical Skills**

- Strong writing, editing, and proofreading abilities.
- Basic graphic design skills (experience with Canva or Adobe Creative Suite is an asset).
- Familiarity with social media platforms and content creation best practices.
- Proficiency in Microsoft Office (Teams, Word, Excel, PowerPoint) and comfort learning new software tools.
- Basic understanding of digital advertising (Meta Business Suite, Google Ads) is an asset.
- Experience with WordPress or other CMS platforms is an asset.

### **Professional Skills**

- Highly organized, detail-oriented, and able to manage multiple tasks at once.
- Strong communication and interpersonal skills, with the ability to collaborate across teams.
- Ability to work independently in a remote environment and take direction from multiple sources.
- Interest in working with diverse cultures and international students is an asset.
- Positive, proactive attitude and eagerness to learn new skills.

### **Working Conditions**

- Fully remote work environment.
- Must have a reliable home office setup with a computer and high-speed internet.
- Full availability during CHN's core hours, Monday to Friday, 10 am - 3 pm local time.

### **Other Documents**

- Performance Expectations – All Colleagues