



**JOB DESCRIPTION – MARKETING ASSISTANT (PART TIME)**

**COMPANY AND CANDIDATE PROFILE:**

At Mosaic, we believe in the right of all persons to continue to grow as human beings—to create, connect, and find meaning, irrespective of age or circumstance. We believe in the importance of community and in building strong connections across the private, public, and non-profit sectors. Mosaic is a leader in developing person-and age-friendly communities that support healthy aging and shared social goals.

Mosaic Home Care & Community Resource Centre is recognized as a best-practice leader in home care services for its person-centred, community-focused model of care. Mosaic is a recipient of the Gold Medal from the European Society for Person Centered Healthcare (ESPCH).

Candidates should be inspired by the opportunity to champion these values and support the continued evolution of Mosaic’s award-winning model of care.

**The ideal candidate will:**

- Demonstrate a commitment to the concept of personhood as a foundation of human relationships
- Communicate clearly, effectively and respectfully with individuals of all ages, cultures, and backgrounds
- Exhibit strong ethics, self-awareness, and respect for fundamental human rights
- Exhibit strong communication skills and proactive thinking

**ACCOMMODATION:**

Mosaic Home Care welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

**MAIN OBJECTIVE:**

The Marketing Assistant plays a key role in supporting Mosaic’s Business Development Director and Community Relations, and Community Outreach and Social Engagement Coordinator functions through administrative coordination, event assistance, and direct engagement with community partners.

Working closely with the Community Outreach & Social Engagement Coordinator and Business Development Director, the Marketing Assistant helps build and maintain community contacts, strengthen awareness of the Mosaic brand, and contribute to business development initiatives. This position provides essential administrative, organizational, and event-related support to ensure smooth execution of marketing and outreach activities.

The role is dynamic and community-focused. The Marketing Assistant will spend the majority of their time at Mosaic’s corporate office assisting with administrative marketing tasks. This includes completing phone outreach, computer-based tasks, and event preparation. When needed, the role also involves participating in community events and spending time out in the community supporting outreach activities.

This position is well suited for someone who enjoys working with people, thrives in both administrative and community-facing environments, and is eager to grow into increased responsibility. The role provides a natural development pathway toward future opportunities, including full-time employment and, over time, potential advancement to the Community Outreach & Social Engagement Coordinator (COSEC) role.

POSITION TITLE:	REPORTS TO	SALARY RANGE
Part-Time Marketing Assistant	Director of Business Development	\$18.27 - \$21.63 per hour

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**WORKING CONDITIONS:**

- 24 hours per week.
- Three days per week to start: Monday, Tuesday, and Thursday, 8:30 a.m. to 4:30 p.m.
- Hybrid role involving work from the home office, Mosaic offices, and within the community as required by operational needs.
- “Choice of” lieu time or paid time may apply.
- One paid 30-minute eating break after five hours of work.
- Occasional evenings or weekends for events; lieu time or paid time may apply.
- Work occurs at Mosaic offices/resource centres and in the community (retirement residences, community centres, hospitals, partner agencies).
- Must be able to work in a fast-paced, detailed environment with shifting priorities.
- Must have a valid driver’s license and access to a personal vehicle.
- **Physical Demands:**  
Prolonged periods of sitting and working at a computer and other office equipment, which may result in muscle strain. Occasional lifting and carrying of supplies or materials may be required. The position also requires the ability to climb stairs within Mosaic’s office and event locations.
- **Environmental Conditions:**  
The incumbent works in a busy office environment with frequent interruptions and regular interaction with staff, community members, and external partners.
- **Sensory Demands:**  
Sustained periods of focused attention are required. The role involves extended computer use for data entry and documentation, as well as frequent phone communication. The incumbent must manage multiple RSVP requests and communications throughout seasonal peak periods, which may require heightened attention to detail and responsiveness.
- **Mental Demands:**  
The position involves managing multiple priorities and deadlines, which may cause periods of increased workload and stress. The incumbent must interact with a diverse range of individuals while addressing varying needs and issues

**DUTIES & RESPONSIBILITIES (Not Limited To)**

**COMMUNITY RESOURCE CENTRE & EVENT SUPPORT:**

**Event Planning, Preparation & Execution**

- Assist in preparing, organizing, and supporting in-person events.
- Prepare and distribute materials for in-house and community events, including pop-ups across Toronto, Scarborough, York Region, Thornhill, and Vaughan.
- Support refreshments, guest coordination, and general event material preparation.
- Provide support with set-up and tear-down for events at Mosaic’s Community Hub (105 Wilson Avenue) and other community venues.
- Set up information tables at smaller community events.

**Event Administration & Calendar Management**

- Assist with adding events and Zoom links into the marketing calendar.
- Maintain and update the calendar of events to ensure accuracy and timely posting.

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- Manage registrations, RSVPs, and send reminder emails and phone calls to individuals attending programs.
- Assist with ballot collection and entry of participant contact information into internal systems.

**Community Events & Outreach Support**

- Attend community events, health fairs, pop-ups, and outreach programs.
- Provide event assistance at health fairs, outreach programs, and community events alongside the COSEC or Director of Business Development.
- Distribute brochures, flyers, and marketing materials in assigned community locations.
- Photocopy and post event flyers in designated regions.

**Program & Community Engagement Support**

- Assist when needed in running social programs online and in community hubs/pop-up locations.
- Support social programs throughout Toronto, Scarborough, York Region, Thornhill, and Vaughan.
- Assist with joint marketing activities with retirement homes and other community organizations.
- Support COSEC and Director of Business Development at community events and outreach initiatives.

**ADMINISTRATIVE RESPONSIBILITIES:**

**General Administrative & Office Support**

- Perform general administrative duties including photocopying, filing, maintaining spreadsheets, and preparing materials as required.
- Provide ongoing administrative and organizational support to the Business Development & Community Relations team.
- Assist with additional administrative work as needed in a fast-paced, multitasking environment.
- Provide general administrative support in a fast-paced environment.

**Information Management & Data Entry**

- Manage, update, and organize community and customer contact lists and referral databases.
- Assist with adding ballots and participant contact names into internal systems.
- Enter and maintain information in current data management system to ensure timely and accurate documentation.

**Calendar & Appointment Support**

- Assist in confirming appointments and maintaining calendars for the Business Development & Community Relations Director.
- Assist in maintaining and updating calendars for the Business Development team.
- Assist in confirming appointments and maintaining calendars when needed for the Community Outreach & Social Engagement Coordinator and Director of Business Development.

**Materials & Inventory Management**

- Maintain inventory of brochures, flyers, pens, and other branded materials; including cups, plates, napkins; reorder as required.
- Prepare information packages and marketing packages for referral providers and community agencies.
- Assist with preparing materials for presentations and programs, including in-house presentations.

**Communications & Outreach Administration**

- Send thank-you cards to referral sources.
- Make reminder phone calls and send reminder emails to individuals registered for programs.
- Support newsletter preparation and distribute mass email communications.

**Research & Event-Related Administration**

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- Research symposiums, community events, and health fairs and support information gathering.
- Research social programs offered in Toronto and York Region areas to add in our community mapping document.

**COMMUNITY & MARKETING SUPPORT:**

- Shadow the Business Development & Community Relations Director to learn marketing and outreach practices.
- Make outreach and cold calls to government agencies, medical clinics, community organizations, and community partners.
- Research and compile lists of doctors, clinics, geriatric professionals, agencies, and other referral sources to expand Mosaic’s referral network.
- Deliver brochures and information packages to referral partners and throughout the community.
- Attend community marketing and networking meetings as assigned.
- Contact community partners to confirm interest, assist with RSVPs, and support ongoing relationship building.
- Assist with the distribution of marketing brochures and materials in designated community areas, as instructed by COSEC or the Director of Business Development.
- Assist in organizing and supporting in-house events and presentations.

**DEVELOPMENT PATHWAY:**

This role includes training and development to prepare the employee for potential advancement into the Community Outreach & Social Engagement Coordinator (COSEC) role.

- Opportunities to shadow COSEC-related activities.
- Exposure to event planning, community engagement, and outreach
- Skill-building in research, marketing, program support, and community relationship development

**QUALIFICATIONS / REQUIREMENTS:**

- Applicants must be proactive, able to think outside the box, and demonstrate creativity, initiative, and strong problem-solving skills in a dynamic environment.
- Positive character with strong interpersonal skills and the ability to build rapport.
- Ability to multi-task effectively in a fast-paced environment.
- College or university degree in marketing, communications, community services, or a related field (or equivalent combination of education and experience).
- Minimum two (2) years of experience in marketing, administrative support, or community-based work.
- Strong written, verbal, and interpersonal communication skills.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint) and comfort using Outlook and Zoom.
- Experience with social media platforms and basic content creation.
- Strong organizational skills, accuracy, and attention to detail.
- Knowledge of graphic design programs (e.g., Publisher, InDesign, Illustrator, Photoshop) is an asset.
- Canva
- Valid driver’s license and access to a reliable vehicle.
- Must be bondable.
- Current immunization record and negative TB test.
- Clear police check and vulnerable sector screening.
- Three (3) professional references.



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**MOSAIC’S STANDARDS OF EXCELLENCE®:**

Mosaic’s Standards of Excellence® are one of many ways to assure our clientele that we are providing only the highest quality of care. All Mosaic employees, as a minimum, must meet the standards noted below.

- Bondable
- Code of ethics and conduct (ability to abide by these codes)
- Confidentiality (ability to practice a high level of privacy and confidentiality)
- Credentials (validity verified, kept on file and maintained as needed)
- Believes in the Principles of Person-Centered Community Integrated Care
- Up-to-date Immunization record, confirming that all immunizations required by Mosaic Home Care and the Province of Ontario have been obtained
- A negative Tuberculosis (TB) skin test (Mantoux test)
- A clear criminal background check (no more than six (6) months old (updated annually))
- A clear vulnerable sector check (no more than six (6) months old)
- Reference checks (2-3 business references)
- Health & Safety Mandatory Core Training (completion prior to work start)

HEALTH & SAFETY ONLINE TRAINING REQUIREMENTS:	
MSD & ME (6 Modules):	REGULAR (6 Modules):
<ol style="list-style-type: none"> <li>1. <i>MSD Awareness and the Law</i></li> <li>2. <i>Basic Anatomy</i></li> <li>3. <i>Musculoskeletal Disorders</i></li> <li>4. <i>Ergonomics</i></li> <li>5. <i>Guidelines for Movement</i></li> <li>6. <i>Body Care</i></li> </ol>	<ol style="list-style-type: none"> <li>1. Fire Safety</li> <li>2. Mosaic Preventing Violence and Harassment in the Workplace</li> <li>3. Mosaic Slips, Trips and Falls and Housekeeping</li> <li>4. WHMIS 2015</li> <li>5. AODA Full</li> <li>6. *Safety Basics ON</li> </ol> <p style="text-align: center; font-size: small;">*Expires annually = Needs to be completed once per year</p>

- Attend the employee orientation (review of policies/procedures/guidelines) including The Meaning of Me®
- Current CPR/First Aid Certification
- High school diploma or equivalent
- PSW Certification or equivalent – (non-medical employees)
- RPN or RN Certification; including verification of nursing status and annual proof of registration with the College of Nurses of Ontario (CNO) – (medical employees)

**Note:** *Mosaic’s Standards of Excellence®* are comprised of a more extensive list; however, only the Mosaic employee related standards are hereby defined to help our potential candidates and the community understand our minimum standards for adding exceptional employees to our team.