



Adam Terpstra Psychotherapy Professional Corporation
491 Church Street, 2nd Floor, Toronto, ON, M4Y 2C6
647-358-5815 (P) | 416-546-1298 (F)
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POSITION OVERVIEW: DIGITAL MARKETING STRATEGIST AND MEDIA COORDINATOR

Position Title: Digital Marketing Strategist and Media Coordinator
Location: Church Wellesley Counselling and Psychotherapy
200-491 Church Street, Toronto, ON, M4Y 2C6
Reports To: Rachel Warner – Business and Clinic Development Manager

Position Mission Statement:

As a compassionate and inclusive psychotherapy clinic providing quality mental health care for diverse communities, including 2SLGBTQQ+, neurodivergent individuals, and those navigating anxiety, depression, grief, PTSD, trauma (among other issues), we are seeking a Digital Marketing Strategist and Media Coordinator who shares our passion for mental health and is excited to help strengthen and diversify our digital presence and online recognition.

Position Overview:

The Digital Marketing Strategist and Media Coordinator will play a critical role in expanding our digital footprint. As a self-starter who takes initiative, generates creative solution-focused ideas, works independently, and requires minimal supervision, you will be responsible for managing our digital platforms, designing content, and enhancing our online and offline marketing efforts. This role will report to the Business and Clinic Development Manager while collaborating with related stakeholders.

Position Locations:

Your primary office location is Church Wellesley Counselling and Psychotherapy (200-491 Church Street, Toronto, ON, M4Y 2C6).

Remote Locations:

With prior approval of the Clinic Director, you may perform **some** your services for ATPPC from a location of your choosing other than our clinical locations, which may include your home residence using secure and private video conferencing software, so long as you are able to fulfill the requirements of your position. You agree to maintain your remote workspace in a safe condition, free from hazards and other dangers to you and your equipment. Any ATPPC documents are to be kept in your workspace and not be made accessible to others.

Position Responsibilities:

- Adhere to the policies and procedures of Adam Terpstra Psychotherapy Professional Corporation (i.e., the Corporation);
- Adaptability: Be open to evolving responsibilities and contributing ideas as our digital marketing needs grow;
- Analytics and Reporting: Generate monthly reports using Google Analytics, providing insights and recommendations for digital strategy adjustments;
- Content Creation: Write, create, and schedule engaging content tailored to our community, including blog posts, graphics, and social media updates;
- Graphic Design: Design marketing assets for digital use and print materials, such as flyers and ads;
- Liaising professionally with colleagues, other professionals, and relatives of the client;
- Maintain accurate records / documentation of your work;
- Report relevant business operations, concerns, and questions to the Business and Clinic Development Manager;
- Represent the Corporation in all forms of business, media, and communication in a positive capacity;
- Social Media Management: Develop and manage our social media presence, focusing on Facebook and Instagram, with the opportunity to explore additional platforms;
- Website Management: Update and optimize our website content to ensure a welcoming and informative user experience; and
- Any other duty that is considered within the scope of this position and as requested by the Business and Clinic Development Manager.

Qualifications:

- Ability to manage multiple projects and deadlines;
- Basic proficiency with Google Analytics;
- Excellent communication, writing, and editing skills;
- Experience with website content management systems (WordPress);
- Graphic design skills, with experience in tools like Canva or Adobe Creative Suite;
- Passion for mental health and interest in psychotherapy-related content;
- Self-starter who can work independently; and
- Strong understanding of social media platforms, especially Facebook and Instagram.

Compensation, Weekly Hours, Position Duration:

- Gross Rate of Hourly Remuneration: Dependent on demonstrative abilities, knowledge, skills, and associated competencies, less all applicable deductions, payable in bi-weekly installments in accordance with established pay periods.
- Weekly Hours: Up to 25 hours per week.
- Start / End Dates: 3-month term position renewable based on demonstrative success.



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Clinical Staff Benefits:

- Annual Holiday (non-cumulative): 2 weeks holiday paid out at 4% of your annual gross income per bi-weekly pay-period upon hire. The Act applies to remaining vacation pay / time (i.e., staff are entitled to vacation days / requested holidays after 12 consecutive months of employment);
- Paid Statutory Holidays, as per the Act;
- Dental / Medical (Extended Health) Benefits: As applicable, the incumbent will have access to extended health benefits after 12-months of continuous employment

How to Apply:

- Interested applicants are welcome to send their application submissions to rachel@cwcp.ca. Should you require accommodations, please notify us of such accommodations by email at info@cwcp.ca or phone: 647-358-5815.



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