



Marketing Coordinator

Reports to: Marketing Lead

Salary: \$53,000 – 58,000 (commensurate with experience)

Hours: Full-time 37.5 hours/week, with occasional evenings and weekends to support programs and events.

Location: Dartmouth office, hybrid work model.

Deadline: August 12th, 2026

Why You'll Love Working at PREP

At The PREP Academy, we believe our people are our greatest strength. We are committed to creating a workplace where employees feel supported, valued, and empowered to make a meaningful impact. Our total compensation package includes:

- Comprehensive health, dental & life insurance (cost-shared)
- Employee Assistance Program
- 3 weeks vacation, increasing to 4 weeks after your third year
- Paid December office closure (typically 3 weeks)
- Paid birthday off
- Summer Hours
- Annual \$500 Professional Development Fund
- Annual \$500 Education Scholarship
- Company laptop & mobile phone

Most importantly, you'll join a passionate, mission-driven team transforming educational outcomes for African Nova Scotian youth across Nova Scotia.

About The PREP Academy

The PREP Academy is a community based registered charity that inspires and prepares African Nova Scotian students for postsecondary education. We coach students in Grades 10, 11, 12 and continue to provide wraparound supports as they transition and complete college, university and apprenticeship. We provide students and parents with access to resources and information, and help them navigate college and university processes. Our culturally informed programs guide students as they plan, prepare and pursue postsecondary education directly after high school.



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Statement of Intention: We are dedicated to empowering and uplifting Black youth in education through our programs, initiatives, and advocacy. While our mission focuses on serving Black students and addressing systemic inequities in education, our team reflects a commitment to diversity, equity, and inclusion across all identities. We welcome and encourage applications from individuals of all backgrounds. Candidates do not need to identify as Black but must demonstrate a deep understanding of and respect for the lived experiences, cultural backgrounds, and unique challenges faced by the students and communities we serve.

Position Summary

The Marketing Coordinator plays a key role in bringing PREP's story to life. Working closely with the Marketing & Communications Lead, this role is responsible for creating compelling content, capturing student and community impact, and producing high-quality marketing assets that strengthen PREP's brand and amplify its mission.

As PREP continues to grow across Nova Scotia, the Marketing Coordinator will help ensure the incredible stories happening every day are captured, developed, and shared through strategic marketing campaigns. From interviewing students and families to creating social media content, newsletters, photography, videos, and website updates, this role helps showcase PREP's impact while supporting student recruitment, community engagement, fundraising, and organizational awareness.

At PREP, we believe every student has a story worth telling. This role is about more than creating marketing materials, it's about capturing moments of growth, resilience, achievement, and possibility that inspire others and demonstrate the impact of our work.

Key Responsibilities

- Design social media graphics, videos, reels, and promotional assets.
- Draft captions, newsletters, website content, and campaign materials.
- Schedule and publish content across digital platforms.



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- Maintain PREP's website and digital marketing assets.
- Photograph and film programs, events, and community activities.
- Capture and draft compelling impact stories for review, maintaining PREP's Content & Story Pipeline.
- Support the implementation of recruitment, fundraising, program, and organizational marketing campaigns.
- Assist with campaign planning and execution.
- Ensure campaigns are completed according to established timelines.
- Maintain marketing assets and photo libraries.
- Assist with organizing campaign files, templates, and digital resources.
- Work closely with Programs, Student Services, Partnerships, and Fund Development to identify storytelling opportunities.
- Contribute creative ideas that strengthen community engagement and organizational awareness.

Perform other duties as assigned.

Ideal Candidate

We're looking for someone who is:

- Passionate about storytelling and community impact.
- A strong writer with an eye for compelling visuals.
- Creative, curious, and proactive.
- Highly organized with excellent project management skills.
- Comfortable managing multiple priorities simultaneously.
- Excited to learn, receive feedback, and continuously improve.
- Able to work independently while collaborating as part of a team.
- Passionate about educational equity and empowering African Nova Scotian youth.

Experience & Education

- Diploma or degree in Marketing, Communications, Public Relations, Journalism, Digital Media, Graphic Design, or a related field.
- 2+ years of experience in marketing, communications, content creation, or digital media (co-op and internship experience considered).



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- Skilled in Canva, CapCut, and social media management platforms.
- Strong writing, editing, and proofreading skills.
- Experience creating content for social media, newsletters, and websites.
- Photography and videography experience is considered a strong asset.
- Experience working in a nonprofit, education, youth serving, or community based organization is an asset.
- Valid driver's licence and willingness to travel throughout Nova Scotia to capture programs and events.

How to Apply

Please merge your cover letter and resume into one PDF and:

- send to: hr@theprepacademy.ca
- use the subject header: **Marketing Coordinator**
- Candidates selected for an interview will be asked to provide a work sample in advance of the interview.
- If accommodation to the recruitment process would help you present your full contribution potential to the process, we would love to support you.