

Join Our Team as Marketing Specialist

Are you ready to dive into a fast-paced environment where you will have the opportunity to contribute to a thriving team of social entrepreneurs AND help build a social impact organization from the ground up. You will play a critical role in addressing some of today's most pressing societal challenges. At Bespoke Social Profit Solutions, we're not just another consultancy – we're a respectfully provocative team on a mission to drive meaningful change and shape a better tomorrow. If you thrive in a high-energy, opportunity-filled culture and are passionate about contributing your talents to tackling the affordable housing challenge in Canada, we invite you to join our team as **Marketing Specialist**, based in Calgary, Alberta.

This is a shared role between two purpose-driven organizations: **Bespoke Social Profit Solutions** and **Partners for Affordable Housing**. Together, we collaborate to strengthen Canada's Social Profit sector and tackle the affordable housing crisis through cross-sector partnerships.

About Bespoke:

At Bespoke, we're not afraid to embrace the excitement and pace of change. Our agency culture is vibrant and filled with opportunities for growth and innovation. We're dedicated to helping our clients address the most pressing challenges facing society today, from the housing crisis, healthcare disparities to educational inequities, and beyond. As part of our dynamic team, you'll have the chance to collaborate with like-minded individuals who share your passion for driving positive change and making a real impact in the world.

About Partners for Affordable Housing (Partners):

Partners for Affordable Housing is a national social purpose organization dedicated to accelerating the creation of dignified and affordable housing across Canada. By fostering unique partnerships with governments, corporations, and philanthropic communities, we address the affordable housing crisis and create lasting positive change. Join us in our mission to make affordable housing a reality for all Canadians.

Your Role:

You're a creative, digitally savvy professional who thrives in a high-energy environment and wants to make a real impact. You're excited about shaping social narratives, growing audiences, and helping address Canada's affordable housing crisis.



As our new Marketing Specialist, you'll support marketing, communications, and event execution across both organizations. Reporting to the Director of Partnerships and Engagement, you'll help bring bold stories to life, grow digital communities, and contribute to initiatives that drive lasting social change.

This is a unique opportunity to work across two purpose-driven teams and contribute to projects that support housing solutions, social change, and sector transformation. Your responsibilities will include:

Social Media Management

- Plan, create, and schedule social media content across platforms (Instagram, LinkedIn, X/Twitter, etc.)
- Monitor engagement and respond to community interactions in alignment with brand voice
- Track analytics and adjust strategy based on performance insights

Email & Newsletter Coordination

- Support the drafting and distribution of monthly newsletters (Bespoke and Partners)
- Coordinate content calendars and gather updates from internal teams
- Maintain subscriber lists and optimize campaigns for engagement

Digital Content Creation

- Draft and edit copy for digital platforms, including blogs, campaign pages, and event announcements
- Assist with basic graphic design using templates (e.g., Canva)
- Repurpose content across multiple channels for maximum reach

Marketing & Event Support

- Assist with planning and promoting in-person and virtual events
- Coordinate event materials such as invitations, signage, and branded collateral
- Provide day-of support (e.g., social coverage, check-in, on-site coordination)
- Help amplify event themes and outcomes across digital platforms

Required Competencies:

- 3+ years of experience in digital marketing, communications, or event coordination
- Strong written communication skills with a keen eye for tone, grammar, and storytelling
- Experience using scheduling tools like Plannable or Hootsuite



- Familiarity with email platforms such as Mailchimp or FloDesk
- Working knowledge of Canva, Adobe, or similar design tools
- Organized, proactive, and comfortable juggling multiple priorities
- Passion for social impact, affordable housing, and the Social Profit sector.

Bonus Competencies:

- Experience working in or with nonprofits, foundations, or mission-driven companies
- Familiarity with project management tools (e.g., Monday.com, Trello, Asana)
- Comfort with light video editing or digital campaign tools
- Familiarity with website content management systems (e.g., Squarespace, WordPress)
- Photography or videography skills

Working Conditions and Benefits:

- Based in Calgary, this role offers the flexibility of remote work with visits to Bespoke's office and event sites, providing a flexible and collaborative work environment that empowers you to thrive.
- Competitive salary commensurate with experience, coupled with a comprehensive benefits package including health/dental, life insurance, and vacation time.
 - \$65,000 to \$75,000 or commensurate with the candidates' skills and experience
- Opportunities for professional growth and development in a supportive and dynamic environment.

Why Join Us?

- **Impact:** Play a key role in addressing Canada's affordable housing crisis and making a tangible difference in communities.
- **Innovation:** Be part of a forward-thinking organization that values innovation and collaboration.
- **Leadership:** Join a passionate leadership team committed to social impact and transformational change.
- **Remote work:** Enjoy the flexibility of remote work with occasional visits to client sites, providing a flexible and collaborative work environment that empowers you to thrive.
- A supportive and collaborative work environment dedicated to making a positive impact, where every voice is valued, and every contribution is celebrated.



If this sounds like you, you're the shining star we've been searching for! Apply now – we can't wait to meet you! Please submit your resume and cover letter outlining your relevant experience and interest in this role to connect@bespokeconsult.com.

If available, we also welcome examples of your digital work, such as: Social media posts or campaigns, Newsletter or blog samples, Graphic or video content. Only applicants selected for an interview will be contacted.

Join us in shaping the future of affordable housing and the Social Profit sector.

