

INNOVATE niagara

JOB DESCRIPTION

Position: Community Outreach Lead
Reports to: CEO
Created: May 2025

Innovate Niagara is a hub for innovation, supporting entrepreneurs and startups in Niagara through mentorship, programming, and strategic resources. We are passionate about fostering a vibrant innovation ecosystem and are looking for a creative and community-driven individual to lead our outreach efforts.

Position Overview

We are seeking a dynamic and strategic Community Outreach Lead to join our team for a 9 month contract. This role is ideal for someone who is passionate about community building, digital engagement, and partnership development. The successful candidate will manage Innovate Niagara's social media presence, cultivate relationships with local sponsors and partners, and collaborate with other organizations within the innovation ecosystem to amplify our impact.

Responsibilities:

The Employee's responsibilities shall include, but not be limited to, the following:

Community Engagement & Partnerships

- Develop and maintain relationships with local sponsors, partners, and community organizations.
- Represent Innovate Niagara at community events, networking functions, and ecosystem meetings.
- Identify and pursue new partnership opportunities that align with our mission.

Social Media & Digital Communications

- Manage and grow Innovate Niagara's social media channels (LinkedIn, Instagram, X, Facebook, etc.).
- Increase our brand awareness to reach more potential clients.
- Create and schedule engaging content that highlights our programs, events, and success stories.
- Monitor analytics and adjust strategies to improve engagement and reach.

Collaboration & Ecosystem Development

- Work closely with other innovation organizations, incubators, and accelerators to coordinate joint initiatives.
- Support cross-promotional efforts and shared programming opportunities.
- Act as a liaison between Innovate Niagara and the broader innovation community.

Event Support & Promotion

- Assist in promoting events and initiatives through digital and community channels.
- Work with the client team for event planning and execution, particularly in outreach and communications.

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Qualifications

- 2+ years of experience in community engagement, communications, or partnership development.
- Strong understanding of social media platforms and digital marketing strategies.
- Excellent interpersonal and communication skills.
- Ability to build and maintain relationships with diverse stakeholders.
- Experience in the nonprofit, startup, or innovation sector is an asset.
- Proficiency in tools like Canva, Hootsuite, Notion, Mailchimp or similar platforms.

What We Offer:

- A collaborative and mission-driven work environment.
- Opportunities for professional development and growth.
- Hybrid work arrangements.
- The chance to make a meaningful impact in Niagara's innovation ecosystem.

At Innovate Niagara, a diverse, inclusive, and equitable workplace is one where all employees feel valued and respected. We are committed to a non-discriminatory approach and provide equal opportunity for employment and advancement.

Interested? Send your resume and cover letter to careers@innovateniagara.com by June 10, 2025.