



Outreach & Engagement Lead Job Description

About Black Moms Connections

Black Moms Connections (BMC) is a global support community of over 50,000 members and a Canadian non-profit committed to increasing the social, emotional, financial, and well-being of the Black family. Founded in Toronto in 2015 by a small group of mothers and formalized as a non-profit in 2016, BMC has grown into a community spanning North America, Asia, and Africa, guided by the philosophy that it takes a village to raise a child. Through strategically curated programming, BMC provides financial support grants and culturally relevant resources to empower and educate Black mothers, positively impacting the communities and economies they live in.

BMC's programming is holistic and person-centred, pairing dedicated financial supports, such as emergency grant funding and rent assistance, with financial education (FinLit U, BizLit U) and wellness services (You Okay Mama?) that address the physical, emotional, and mental health of Black mothers. This work is complemented by advocacy participating in government roundtables and shaping media representation of Black parenting and by a private online community where members share their experiences of Black motherhood and support one another.

BMC's programming is purposeful in its aim to reduce the barriers Black mothers and families face and to empower members toward greater financial stability, wellness, and generational wealth. BMC is the village for Black mothers: providing transformative support, connection, and possibility for the Black family.

Purpose

The Marketing & Engagement Lead leads BMC's marketing, communications, and community engagement strategy, growing brand visibility and deepening engagement across BMC's 50,000+ member community. This role ensures BMC's voice and story are told authentically, drives awareness and recruitment for BMC's programs, membership, and supports funder and partner visibility, all while reflecting the culturally grounded, empowering spirit of the organization.

Key Responsibilities:

Marketing Strategy & Brand Management

- Develop and execute BMC's annual marketing and communications strategy in alignment with organizational goals.
- Maintain consistent brand voice, visual identity, and messaging across all channels.

Content Creation & Social Media

- Support with planning and producing engaging content, including social media posts, graphics, video, email newsletters, and website updates.
- Manage BMC's volunteer and membership's social media channels and online community presence, especially the private Facebook group.

Community & Member Engagement

- Design and lead engagement initiatives that strengthen connection among BMC's members and grow community participation.



- Gather member stories and testimonials that authentically reflect the BMC experience, with appropriate consent.
- Identify community member needs and share with relevant team members and leadership
- Engage with chapter volunteers and BMC members by reviewing online engagement , probing conversations, identifying participants for various BMC programs and initiatives.

Campaign & Event Promotion

- Support with planning and executing promotional campaigns for programs, fundraising initiatives, and community events.
- Coordinate with the Marketing and Communications Manager, Social Media Manager, Program Lead and Project Manager to ensure programs are effectively promoted and reach target participants and program numbers
- Conduct community outreach and engagement activities across Ontario, including attending events, building partnerships, and strengthening relationships with community organizations, employers, and stakeholders.
- Support organizational communications by documenting events and initiatives through photography, videography, interviews, and other content that highlights community impact and engagement.

Analytics & Reporting

- Track and report on marketing performance, engagement metrics, and campaign outcomes.
- Use data insights to refine content strategy and improve reach and engagement over time.

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field, or equivalent combined education and experience.
- 3-5 years of experience in marketing, communications, or community engagement roles.
- Nonprofit or community-based organization experience preferred.
- Demonstrated experience managing social media accounts and digital content strategy.
- Experience creating content (copywriting, graphic design, or video) is an asset.
- Lived experience or demonstrated understanding of the Black community, and specifically the lived experience of Black mothers, is a strong asset.

Core Competencies Required:

- Strategic Communication
- Creativity & Content Development
- Digital & Social Media Fluency
- Community Engagement
- Brand Stewardship
- Cultural Competency & Authentic Voice
- Analytical Mindset
- Relationship Building



Position: Part-Time up to 20hrs/wk, up to 4-year Contract

How to Apply: send resume to hiring@blackmomsconnection.com

Application Deadline: October 31, 2026

Start Date: Effective Immediately

Salary: \$30 per hour

At BMC we are dedicated to advancing social and economic equity in Ontario, aligning with our mission to empower individuals and communities. We welcome applications from all qualified individuals, regardless of ethnicity, gender, sexual orientation, age, disability, or any other characteristic protected by law.

We believe that diversity strengthens our organization and enhances our ability to serve the community. Through this, we are committed to providing equal opportunities in all aspects of employment, including recruitment, hiring, and advancement.

If you require accommodation during the application process or at any stage of employment, please inform us, and we will work diligently to meet your needs.