

Communications & Policy Coordinator

Position type: Full time, Permanent

Location: Toronto, ON

Job Posted: July 2, 2021

Job Posting Closed: July 16, 2021

Salary Range: \$40,616-\$45,000

POSITION SUMMARY

This position reports to the National Director, Public Policy, Advocacy, & Strategic Communications and works collaboratively with other staff on the team. The Communications & Policy Coordinator is responsible for supporting the National Office in carrying out policy, advocacy and strategic communications priorities and projects.

KEY RESPONSIBILITIES

- Leads drafting and publishing of internal and external communiqués (media scans, email newsletters, social media, content creation, blog posts, promotional materials, etc.);
- Provides support on media relations and thought leadership activities such as preparing press releases, drafting articles, proactively pitching stories, developing key messages, preparing spokespeople and following up with journalists with required information;
- Develops digital communication materials for the National Office and works with team members in different departments across the organization;
- Responds to inquiries from Member Associations, supporters and the broader public in a timely manner, such as through emails and social media moderation;
- Assists in the identification of regulatory issues, issues trending on social media, potential risks and platforms for outreach, policy positioning, support, and data for movement related issues;
- Develops strategies for audience acquisition and engagement. Coordinates the social media editorial calendar including strategy, approvals processes and analytics; and implement segmentation techniques for social media channels;
- Performs regular website maintenance –updates and formats content, creates new pages, monitors for bugs/performance issues;
- Executes on Google analytics and overall social media tracking and reporting;
- Plans and implements capacity building webinars and presentations for internal and external stakeholders;
- Participates in task forces, committees, coalitions, events, etc. in support of policy and advocacy work at YWCA Canada;
- Builds and maintains relationships with internal and external stakeholders and partners;
- Supports and assists in the planning of government relations and advocacy activities (lobby days, press conferences, stakeholder meetings, campaigns);
- Conducts environmental scans and jurisdictional reviews to identify, and compile relevant information;
- Explores emerging policy and advocacy areas of interest related to gender equality and diversity, gender-based violence, affordable housing, affordable and accessible childcare, 2SLGBTQ+ rights, online hate, youth related issues etc...
- Assists in conference calls, meetings, and events. Records and distributes meeting minutes;

- Tracks invoices, processes payments, requests quotes, and liaises with external vendors/suppliers as needed, especially for the production of communications materials;
- Researches, collects, and analyzes information related to policy development, outreach, advocacy. Creates or assists in the creation of white papers/discussion papers, public policy positions, recommendations to government, briefings, presentations, speeches, with the assistance and collaboration of key stakeholders;
- Regular Parliamentary monitoring: review & analyze transcripts, government announcements, reports, legislation, committee meetings. reviewing activities from community partners, etc.;
- Participates in process improvement and streamlining initiatives;
- Other administrative and coordination tasks as needed.

Qualifications:

- Bachelor's degree, or certificate in relevant discipline (Public Policy, Political Science, Communications, Gender Studies etc.);
- A minimum of 3 years of experience in advocacy, policy, communications, and/or government relations. Experience in a Not-for-profit environment preferred;
- Moderate knowledge of social media platforms and scheduling tools such Twitter, Facebook, YouTube, Pinterest, Instagram, LinkedIn, Hootsuite, etc.;
- Demonstrated skill in the use of CMS platforms (WordPress) and some knowledge of HTML programming. CSS experience is an asset;
- Proficient in MS Office (Outlook/Word/Excel/PowerPoint), Adobe, SharePoint, Canva, software for graphic design. Video/photo editing is an asset;
- Advanced written and verbal communication skills, with proven experience in report writing, persuasive positioning, and collecting quantitative and qualitative data to support information for dissemination.
- Experience using GoToWebinar, Zoom, and/or related platforms to organize webinars;
- Proven hands-on experience in tracking and reporting web and social media metrics (Google Analytics, SEO, Hoot Suite, etc.);
- Working knowledge using email marketing and online fundraising/advocacy tools (Constant Contact, MailChimp, Donor's Perfect, etc.);
- Experience producing original digital content, including graphics and visuals, to expand social media presence, developing presentation decks/templates, following brand guidelines;
- Experience using platforms like New/Mode, Squarespace, and Meltwater is an asset;
- Knowledge of initiatives and advocacy in one or more of the following areas: gender equality and diversity, gender-based violence, affordable housing, affordable and accessible childcare, economic justice, Indigenous reconciliation, 2SLGBTQ+ rights, online hate, youth related issues;
- Demonstrated ability to produce engaging digital written and visual content;
- Knowledge of social media outreach and engagement techniques;
- Demonstrate experience reading and understanding legislation, regulations, and case law;

- Strong knowledge and understanding of current trends in social media and digital media;
- Knowledge of Parliamentary institutions, federal government departments, and the federal decision-making process;
- Strong analytical, and decision-making skills, organizational skills, and time-management skills;
- Collaborative team player who can support on tasks as needed;
- Strong attention to detail with high standards of excellence;
- Self-starter, who takes initiative, with a positive team driven attitude, and the ability to adapt and multi-task in a dynamic environment.
- YWCA Canada is a national organization. As such, bilingual candidates fluent in both official languages (oral/written) are strongly encouraged to apply.

Please submit your resume and cover letter **quoting posting # YWCA-007-21** to Careers@ywcacanada.ca by **Friday, July 16, 2021**. We thank all candidates for applying, only those applicant's moving forward in the recruitment process will be contacted.

Should you require accommodation during the recruitment process please contact shanks@ywcacanada.ca.

Please visit www.ywcacanada.ca and <http://www.feministrecovery.ca> for more information.

The successful candidate will be committed to working from an anti-oppression, intersectional feminist perspective. We encourage women from racialized and/or newcomer, gender diverse, non-binary and/or gender fluid, 2SLGBTQIA+ First Nations, Métis and Inuit, immigrant, refugee, BIPOC, and people living with disabilities to apply.