

Communications Officer

Position type: Full time, Permanent

Location: Toronto, ON

Job Posted: December 9, 2021

Job Posting Closed: January 4, 2022

Salary Range: \$45,000-\$65,000 per annum

YWCA Canada is looking for an innovative professional with exceptional digital, fundraising, communication, networking, and relationship management skills. The ideal candidate is comfortable creating and driving meaningful targeted communications content to maximize opportunities for awareness, education, advocacy, and donor generation.

Are you:

- Highly self-motivated?
- A team player, yet able to work autonomously?
- Detail-oriented with strong interpersonal communication, organization and planning skills?
- Tired of superficial approaches to equity, diversity and inclusion in the non-profit sector and ready to disrupt traditional approaches to philanthropy and communications?
- Committed to mainstreaming an anti-oppression lens in philanthropy and communications?
- Motivated to co-create campaigns that tap into the activist and changemaker in donors?

Then please keep reading, this role may be your next opportunity!

Learn more about YWCA Canada:

YWCA Canada is a leading voice for women, girls, Two-Spirit and gender diverse people. For 150 years, we've been at the forefront of a movement: to fight gender-based violence, build affordable housing and advocate for workplace equity. We work to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives. Local YWCAs invest over \$258 million annually to support over 330,000 individuals across the nation. Today, we engage young leaders, diverse communities, and corporate partners to achieve our vision of a safe and equitable Canada for all.

www.ywacacanada.ca

https://twitter.com/YWCA_Canada

www.facebook.com/ywacacanada

Position Summary:

This position reports to the Director of Philanthropy and works in concert with the Public Policy, Advocacy, and Strategic Communication and Member Services departments to design, develop and deliver on digital campaigns, social media content and branded marketing and communications materials.

There is a strong focus on content creation, writing ability, strategic approach, and managing multiple platforms to drive messaging through social media presence and communication materials resulting in increased engagement, visibility, traction, and collaboration.

Key Responsibilities:

- Collaborates, develops and delivers compelling, strategic and brand-compliant external communication content – including social media content, newsletters, website content, advocacy-related content, fundraising campaign content, donor communication content and outreach and promotional materials.
- With guidance from the Senior Management Team, develops and executes content calendars to ensure consistent, engaging communications with external stakeholders.
- Assists in the development and implementation of a digital fundraising strategy to grow online giving with a specific focus on online donor acquisition – single gifts and monthly giving donors.
- Assists in developing and managing stewardship plans for online single-gift and monthly donors, in conjunction with the Director of Philanthropy and Philanthropy Officer.
- Provides strategic guidance and technical assistance to support YWCA Canada in external stakeholder engagement and brand-building initiatives.
- Manages and coordinates major projects related to YWCA's digital properties and campaigns (e.g. website, peer to peer campaigns etc...).
- Maintains the company's website, social media channels, and online giving platforms.
- Performs regular website maintenance –updates and formats content, creates new pages, monitors for bugs/performance issues.
- Supports YWCA Canada's PR and media engagement related activities.
- Liaises and coordinates with external vendors including designers, developers, content creators, translators, videographers, etc., as needed.
- Manages and coordinates digital campaigns, monitors effectiveness, and adjusts strategies to drive engagement and traffic as required.
- Applies best practices and follow policies, regulations and digital and privacy laws;

- Leads drafting and publishing of internal and external communiqués (media scans, email newsletters, social media, content creation, blog posts, promotional materials, etc.).
- Ensures digital content is optimized for search engines and is highly visible. Executes on Google analytics and overall social media tracking and reporting.
- Builds queries, segments, and analyzes data for reporting, identifying new growth potential and data trends.
- Tests digital fundraising strategies to determine the best approach for donor retention and acquisition.
- Develops, administers, and synthesizes results of our digital donor surveys.
- Connects directly with various stakeholders to arrange for interviews, content, video, and photo opportunities.
- Builds collaborative relationships with external stakeholders (including corporate partners – digital stewardship-, potential funders, developers, web and donation platform providers, tech support).
- Edits content to ensure messaging is compelling, and it meets YWCA Canada messaging guidelines.
- Tracks invoices, requests quotes, and liaises with external vendors/suppliers as needed, especially for the production of communications materials.
- Provide back up to the Philanthropy Officer as needed. Assists teams with fundraising and communications tasks as and when required.
- Other duties as assigned.

Qualifications:

- Post-Secondary Degree in Marketing, Communications, Fundraising, Digital Sales or related field.
- A minimum of 3 years of relevant experience in a similar position related to digital fundraising, social media management, and communications, within a non-profit environment preferred.
- Demonstrated experience in digital content creation, including the development of multimedia content including video, image and editing skills.
- Demonstrated experience in digital campaign deployment and advertising using Facebook, Google Ads and other social media and digital platforms.
- Advanced working knowledge of social media platforms and scheduling tools such Twitter, Facebook, YouTube, Pinterest, Instagram, LinkedIn, Hootsuite, etc...
- Demonstrated experience using WordPress, Office, HTML, and Adobe suites, Google Analytics, SEO, Canva, etc..
- Experienced with Microsoft Suite, CRM or database management (DonorPerfect, Salesforce), Canva, Jamboard, Trello.

- Proficient in Adobe, SharePoint, software for graphic design. Video/photo editing is an asset.
- Possesses strong project management skills and experience.
- Working knowledge using email marketing and online fundraising/advocacy tools (Constant Contact, MailChimp, Donor's Perfect, etc.).
- Experience producing original and engaging digital content, including written content, graphics and visuals, to expand social media presence, developing presentation decks/templates, following brand guidelines.
- Knowledge of social media outreach and engagement techniques and trends.
- Experience analyzing data, driving traffic, increasing engagement, influencing conversions, and reporting on metrics.
- 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-015b-21** to Careers@ywcacanada.ca by **Tuesday, January 4, 2022**. We thank all candidates for applying, only those applicant's moving forward in the recruitment process will be contacted.

Note: We will be actively recruiting as we receive qualified candidate's resumes during this timeframe and the posting will remain open until the position is filled.

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.