



Director Public Policy, Advocacy, and Strategic Communications

Position Type: Full Time, Permanent (Manager/Supervisor of staff)

Location: The successful candidate is preferred to be located in the National Capital Region (Ottawa/Gatineau) or Toronto/GTA

Job Opening: January 19, 2022

Job Closing: February 6, 2022

The YWCA Canada senior management team is a team of highly energetic, inspired and dedicated professionals committed in supporting the mission and vision of YWCA Canada. Reporting directly to the CEO of YWCA Canada, this position directs and manages related advocacy and public policy programs and projects for YWCA Canada including building and fostering parliamentary and government relations, analyzing political and policy initiatives, researching projects and fostering academic relations, initiating and implementing advocacy projects and programs, participating in public policy forums and events and providing advocacy and public policy information, handling strategic communications initiatives, and supporting Member Associations across the country in these areas.

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.

How You Will Have an Impact:

You are an influencer and strategic thinker who wants to galvanize our political institutions into creating social change for women & girls. You follow politics the way others follow sports and have a proven track record in organizing advocacy campaigns. You love talking to people to support affordable housing & childcare spots; and partnering with other changemakers to ensure newcomers and Indigenous women succeed in Canadian society. You are energized by planning and hosting panels and speaking engagements to help shine a spotlight on Gender Based Violence, Online Hate, Equality, Feminist Recovery, Newcomer Inclusion, Truth and Reconciliation Work, Childcare, Housing, Labour Market, and more. You want to help bring awareness, education, and participation into this movement for change in bold and innovative ways. You are well versed in what Strategic Communication is required for different situations, can write in compelling, meaningful, and appropriate ways, have extensive experience and connections within media relations, and have strong stakeholder relations skills.

Key Responsibilities include:

- Participates as a member of the senior management team, in the development and recommendation of strategic goals and objectives.
- Directs and manages advocacy, public policy, and strategic communications programs and projects by:
 - Developing, recommending and implementing related short and long term work plans, projects and programs for the Advocacy, Public Policy, and Strategic Communications portfolios reflecting national strategic goals and objectives and reflective of current political and policy initiatives;
 - Developing funding proposals for advocacy and researches potential projects in support of priorities and directions;
 - Building and fostering long term parliamentary and government relations and external partnerships with policymakers, elected and appointed government officials and staff, all political parties, the public service, national stakeholders, to monitor trends in policy and legislative changes and to promote the mandate of YWCA Canada by participating in public forums and events and by analyzing and responding to political and policy initiative;
 - Positioning YWCA top-of-mind with government, media other stakeholder groups relevant to advancing advocacy priorities, representing YWCA Canada at events and speaking opportunities;
 - Managing the contacts database for both staff and citizen advocate interactions with MPs and other government stakeholders;
 - Building and maintaining relationships with media contacts and stakeholders alike;
 - Developing key media strategies, to increase media coverage for advocacy purposes;
 - Initiating and implementing advocacy related programs, projects, and campaigns such that YWCA Canada's strategic priorities and directions are enhanced/achieved;
 - Advocating for public policies and government action that will help YWCA Canada achieve its strategic objectives and advance its mission;
 - Managing key advocacy files and a related communications work plan (e.g. affordable housing, gender based analysis, poverty reduction, truth & reconciliation, and immigration policy);
 - Leading and representing YWCA Canada in meetings with government, media, partners and other stakeholders;
 - Establishing and monitoring priorities and timetables and determining the allocation of responsibilities to staff and/or contractors, as appropriate, while working on related advocacy, communications, and public policy projects and programs;
 - Developing and implementing advocacy, communications, and public policy budget priorities and approving expenses;
 - Providing advice and consultation related to advocacy, communications, and public policy programs and initiatives, including international development, to the Chief Executive Officer, Board of Directors, other staff members and Member Associations. Providing

support and expertise to the International Cooperation Committee regarding international partnership projects;

- Monitoring and advising on participation on UN initiatives including CSW, GEAR and working with the World YWCA. Develop submission materials as required;
- Creating vehicles and communications tools to increase public awareness;
- Developing bi-weekly policy updates for YWCA members; facilitating monthly training webinars to build advocacy capacity for staff & volunteers; and drafting blog post content for stakeholders;
- Developing and implementing work plan with weekly and monthly targets around content development, channel consistency, and strategic communications;
- Working with staff and external resources to develop advocacy & campaign promotional materials;
- Developing communications key messages and talking points and manages the implementation for advocacy initiatives and campaigns;
- Creating and implementing framework for meaningful community engagement;
- Designing and producing visuals and copy for a variety of products; website, media releases, social media messages, presentations, collateral articles, and advertisements. Coordinating with sponsors regarding acknowledgements, recognition, and messaging;
- Anticipating and managing reputational risks and issues, assisting with rapid and effective responses as required;
- Co-Chairing and providing policy advice to the following committees (but not limited to): Advocacy Advisory, Truth & Reconciliation, & the Election Task Force;
- Establishing and changing priorities and timetables in response to changing resource and staffing conditions;
- Monitoring and evaluating staff/contractor performance in carrying out project design, implementation and service delivery and initiating corrective/preventative discipline when appropriate;
- Ensuring communications adhere to style guides, messaging, tone, and quality of work representative of YWCA Canada;
- Securing and maintaining appropriate training and resources for staff and contractors, providing career development opportunities/challenges when appropriate;
- Directing implementation of international development projects;
- Developing, reviewing, and submitting reports and briefing notes to the Chief Executive Officer and/or Board of Directors that provide an evaluation of issues and makes recommendations on the most feasible course of action with respect to advocacy, strategic communications, and public policy;
- Coordinating relevant YWCA committees and provide staff support. Developing reporting for funders on projects;
- Reporting back to membership around policy outcomes and campaign milestones;
- Leading project management for advocacy initiatives (e.g. report releases, lobby day, public engagement campaigns);
- Liaising with YWCA member association staff to collect qualitative & quantitative data for policy briefing notes;

- Representing YWCA Canada on various special projects related to advocacy and public policy with government, community partners, Member Associations and other national and international organizations;
- Willingness to undertake national/international travel and work irregular hours as required (outside of Covid restricted times);
- Performs related or sundry duties as assigned.

Qualifications:

- Masters in gender studies, public policy, political science, a related field or equivalent with a commitment to intersectional equity;
- A minimum of 7 years experience working in a senior role in advocacy, strategic communications, public policy, and political outreach in Canada, while managing direct and indirect reports;
- Fluently Bilingual in English and French;
- Superior written, verbal, and presentation skills (including speaking engagements) required;
- Excellent leadership skills. Strong interpersonal skills and emotional intelligence;
- Advanced decision making and analytical skills, sound judgement, and the ability to involve the right people and resources at the right time, for the situation at hand;
- Demonstrated partnership and relationship management skills (internal and external) and networking abilities, including the ability to affect change without direct authority.
- Hands on experience developing member engagement strategies, communication plans, national advocacy campaigns, and policy development in key areas such as advocating for universal childcare; affordable housing strategies; economic inclusion & labour market access for women; eradicating gender violence, advocating for newcomer inclusion, and implementing relevant calls to action noted by the Truth & Reconciliation Commission;
- Strong strategic and analytical thinking, project management, organizational, consultative, facilitation, consensus-building and conflict resolution skills;
- Experience in community engagement and communications, preferably in the non-profit sector, and knowledge of the philosophies, principles and practices of community engagement, stakeholder relations and public participation;
- Highly motivated, deadline driven, resourceful, while providing creative solutions to challenges;
- Strong team player with the ability to lead and work within a team setting to accomplish shared goals; and
- Flexibility and adaptability to seize new opportunities and reprioritize to balance urgent and important deliverables.

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



Please submit your resume and cover letter quoting posting # **YWCA-001-22** to careers@ywcacanada.ca by **Sunday, February 6, 2022**. 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 for more information.