

**Title:** National Director, Communications and Marketing

**Reports to:** CEO

**Salary Range:** \$103,000-127,000/year

**Position type:** Full-time /Permanent

**Job opening dates:** July 9, 2024 to August 6, 2024 at 11.59pm

**Location:** Preferably Toronto

Are you passionate about making a difference in the lives of women, girls, Two-Spirit and gender diverse people, promoting equity, and creating positive change in communities across Canada? We are seeking a dynamic and experienced National Director of Communications & Marketing to lead our communication strategy, elevate our brand, and manage media relations. The ideal candidate will have a proven track record in developing and executing comprehensive communication strategies and plans, as well as a deep commitment to gender equity and anti-oppression principles.

### **About Us:**

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. YWCA Canada is part of a global movement, World YWCA, working towards gender equity in more than 120 countries and 20,000 local communities.

[www.ywacacanada.ca](http://www.ywacacanada.ca)

[https://twitter.com/YWCA\\_Canada](https://twitter.com/YWCA_Canada)

[www.facebook.com/ywacacanada](http://www.facebook.com/ywacacanada)

### **Responsibilities**

Communications:

- Create and execute a communications strategy that aligns with our mission and goals
- Develop and implement work plan with weekly and monthly targets around content development, channel consistency and strategic communications

- Apply gendered, decolonizing and anti-oppressive lens to all internal and external communication material, ensuring that all communication outlets have a polished and professional tone and delivery
- Develop and implement crisis communication plans to effectively manage potential issues and protect the National Office's and Movement's reputation
- Provide final approval of all federation wide and public facing communication materials, including but not limited to Newsletters, CEO Updates to Federation, Resource Hub publications, federation-wide emails, News alerts on Resource Hub, content on YWCA Canada's public facing website and social media content
- Design and produce visuals and copy for a variety of products: website, media releases, social media messages, presentations, collateral articles and advertisements. Coordinate with sponsors regarding acknowledgement, recognition and messaging
- Anticipate and manage reputational risks and issues, assisting with rapid and effective responses as required
- Develop compelling and targeted communication plans when requested by applicable departments including Member Services, Indigenous Relations, Informed Advocacy, The Office of the CEO and Fund Development & Partnerships
- Lead the drafting and publication of Annual Report
- Lead the design and update of the organization's website, ensuring it is visually appealing, accessible, and reflects the brand's identity and mission, and work with the team to ensure updates are implemented in a timely manner
- Create and oversee the production of visual assets, including graphics, infographics, and multimedia content, to support communication efforts.
- Create vehicles and communications tools to increase public awareness.
- Lead, launch and track and analyze all social media campaigns and appeals

#### Media and media relations:

- Build and cultivate strong relationships with media contacts and stakeholders to support amplification of campaigns, appeals and organizational needs when needed
- Develop key media strategies, to increase media coverage and amplify our mission and brand
- Develop communications key messages and talking points, manages implementation of campaigns and prepares the team for media engagements
- Approve media engagement opportunities and selecting and training team members to represent the National Office or the movement

#### Leadership & Collaborations

- Manage and mentor the communications team, fostering a collaborative and inclusive work environment
- Work closely with other teams to ensure a cohesive and aligned communication efforts and amplify the message and impact of the movement

#### Brand:

- Strengthen and manage the movement's brand identity
- Develop and maintain brand guidelines to ensure consistency in messaging, tone and quality of work representative of YWCA Canada
- Support the development of the 'CEO's brand', applying strategies to grow CEO's network and influence across sectors including corporate Canada, the charitable sector and government
- Increase brand awareness and engagement through innovative campaigns and storytelling

#### Appeals and fund development:

- Work closely with the Fund Development and Partnerships Team to co-create and/or launch successful fundraising appeals
- Co-design proposal templates and donor facing presentations
- Support the design and development of the donation webpage, applying eye-catching and cause related communications

#### **Requirements**

- A minimum of 7 years of experience in a Communications role, with at least 3 years in a leadership position
- Proven experience in developing and executing successful communications strategies
- Strong understanding of brand management and creation, media relations and design
- Proven experience developing crisis communication plans
- Proficiency in creating visual assets
- Exceptional written and verbal communication skills
- Strong leadership skills
- Commitment to gender equity and anti-oppression principles

- Copywriting is an asset
- Bilingualism is an asset (English and French)

## Why work with us

- **Impactful Work:** Join a team that is passionate about creating positive change and making a difference in the lives of women, girls, two-spirit and gender diverse people, and communities across Canada.
- **Inclusive Culture:** We celebrate diversity and value inclusivity in our workplace. Your unique talents, perspectives, and experiences are embraced and respected here.
- **Opportunities for Growth:** YWCA Canada is committed to supporting the professional development and growth of our employees. We offer a professional development stipend, and opportunities for advancement within the organization.
- **Great Benefits:** Enjoy benefits that prioritize your well-being and work-life balance:
  - **Competitive and equitable salary:** We offer a competitive salary that reflects your skills, experience, and contributions.
  - **Health Benefits:** Enjoy full benefits for you and your dependents with a supplemental \$2000/year healthcare spending account, access to telehealth through Maple, and an Employee Assistance Program.
  - **Paid Time Off (PTO):** We offer 4 weeks of vacation per year, which increase after 3 years of service (to a maximum of 8 weeks), and 18 Wellness and Emergency days per year.
  - **Holiday Closure and Summer Friday:** We offer Summer Fridays in July and August and a 1-week office closure between Christmas and New Year.
  - **Employer Matching Pension Plan:** We match up to 5% of pension contributions.
  - **Internet and Phone Stipend:** We provide an internet and phone stipend, to ensure you have the tools and resources you need to excel in your role, whether you're working remotely or in the office.
  - **Parental leave top-up:** We understand the importance of family and support our employees during significant life events. Our parental leave top-up program provides up to 90% top up for 15 weeks of maternity leave and up to 35 weeks of parental leave.
- **Flexibility:** We understand the importance of flexibility in today's fast-paced world. That's why we offer flexible work arrangements to accommodate your needs and preferences. Whether you prefer to work remotely or at the office or have some flexibility during your workday.

## Interview Process:

- Submit resume on Humi, with a sample of some visual assets they would like to share.
- 30-minute call with HR: this will be over call to discuss your background, YWCA Canada, the role and answer some of your initial questions.
- 60-minute interview with the Director of Public Policy, Informed Advocacy & Strategic Communication, Director of Member Services, Director of Fund Development & Partnerships, the CEO and the Manager of Communications. This interview will be in parts and with smaller groups. Depending on where you are located, this might be in-person in our Toronto office, or over a video call.
- Technical Interview: We will ask you to complete an assignment, which should take a maximum of 2 hours. Candidates will be given an honorarium for their time and this work will not be used by the organization without the permission of the candidate.
- Reference Check: We want to learn more about your teamwork and collaboration, so we would like to contact a few individuals you have worked with in the past. Be ready to provide us with 2-3 professional (academic included) references, including 1 supervisor.
- Offer

**Some final things to note:**

The successful candidate will be committed to working from an anti-oppression, feminist perspective.

To uphold our commitment to equity and fairness, we have implemented a non-negotiation policy for salaries and benefits. Negotiating compensation can perpetuate inequalities and biases, leading to disparities in pay based on negotiation skills or personal circumstances. By eliminating negotiation, we ensure that all employees are treated with equity and have access to the same opportunities for compensation.

Our office is located in downtown Toronto. We are remote flexible, which means that the team can choose if they work at the office or from home and when. As part of the Senior Leadership Team, we do require to meet in person in Toronto 4 times per year. Additionally, there might be travel within Canada a couple of times per year.

If you think you don't have all the requirements, you are passionate about the YWCA mission and think this is the right role for you, we want to hear from you! 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.

**Accommodations**

YWCA Canada is an equal opportunity employer committed to providing a workplace free from harassment and discrimination. We value diversity and inclusion and are committed to creating an inclusive and welcoming environment for all.

If you require accommodation at any stage of the application or interview process, or want more information on our accommodation policies, please contact HR at [careers@ywcacanada.ca](mailto:careers@ywcacanada.ca). We will work with you to meet your needs in a timely manner.