



## **MARKETING AND COMMUNICATIONS SPECIALIST**

### **POSITION SUMMARY:**

As part of a dynamic team in Administration and under the direction of the Vice President of Development & Engagement, the Marketing and Communications Specialist will work independently and proactively to assist in the planning and implementation of marketing and communication projects related to YWCA Saskatoon initiatives. This is a permanent full-time, out of scope position.

### **DIVERSITY, EQUITY, & INCLUSION STATEMENT:**

At the YWCA Saskatoon, we believe in the importance of diversity, equity, and inclusion. We are dedicated to creating and cultivating an inclusive workspace and workforce that represents the communities we serve. We acknowledge that certain groups have been historically disadvantaged and continue to face barriers in the workforce. In collaboration with the Canadian Employment Equity Act, we have identified the following groups, which have experienced historical and/or current obstacles, as part of our equity priority group:

These include:

- Indigenous peoples
- Persons of colour
- Persons with disabilities
- Women
- 2SLGBTQ+ community
- Newcomers to Canada

We base our selection process on merit and encourage all diverse groups to participate fully. We acknowledge the barriers that affect equity groups, and we're committed to addressing, mitigating and accommodating these barriers to strive for equity in the workplace.

If during the application and selection process you require accommodation, please email Carla Huntington.

YWCA Saskatoon operates on Treaty 6 Territory – the traditional homeland of the Nehiyaw and Nehithaw Cree, Dene, Nahkawe Saulteaux, Dakota, Lakota and Nakoda peoples, as well as the Homeland of the Métis Nation.

We pay our respect to the First Peoples of this land and affirm our commitment to authentic, meaningful and action-led truth and reconciliation.

## **POSITION REPORTING:**

Reports to the Vice President of Development & Engagement

## **HOURS OF WORK:**

This is a permanent full-time position working 37.5 hours per week primarily Monday through Friday from 8:30am to 4:30pm. Occasional evening and weekend work may be required.

## **MAJOR RESPONSIBILITIES:**

### **1. Marketing and Branding**

- Work with the Vice President of Development & Engagement to refine and enhance YWCA Saskatoon's brand and raise the organization's profile in the community by developing an effective branding, marketing and advocacy strategy.
- Development and coordination of all marketing for YWCA programs, services, events and new business ventures.
- Develop and manage all YWCA external communications including website, Facebook page, twitter, Instagram, advocacy, advertising pamphlets, signage, posters, etc. in order to create an effective awareness of the YWCA Saskatoon.
- Plan, develop, implement and monitor media relations and community engagement opportunities.
- Champion the YWCA brand both internally and externally.
- Assist Directors with the marketing of their programs.
- Seek out and develop a variety of advertising opportunities.

### **2. Communications and Public Relations**

- Develop both an internal and external communication strategy that enhances the ability of program areas and external agencies to work together.
- To oversee the preparation of pamphlets, posters, newsletters, social media, presentations etc. to ensure that a high-quality accurate product is presented to the public.
- Act as a representative (under the direction of the Vice President of Development and Engagement) of the organization in the community for the purpose of advocacy and promoting the YWCA and to set up speaking engagements and presentations by the CEO when it is determined that would have the most impact.

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### **3. Advocacy and Awareness**

- Develop an advocacy strategy with a special focus on issues facing women and girls.
- Keep updates of current issues facing all of our client groups as well as the overall issues facing women and girls.
- Assist program directors with advocacy development when required.
- Raise awareness of all YWCA programs both internally and externally.

### **4. Event Support**

- Support women's advocacy/empowerment events each year to coincide with the YWCA Canada's Week Without Violence (October) and International Women's Day (March 8th).
- Sit on all other major event committees either in a coordinator or support role (under the direction of the Vice President of Development and Engagement)
- Support as needed in coordinating all fundraising events as they come up.

### **5. All other duties as requested.**

#### **QUALIFICATIONS AND EXPERIENCE:**

- Post-secondary education with a focus on marketing, communications, public relations or equivalent experience.
- Professional poise and confidence to interact with multiple internal and external audiences and levels of organizational professionals including senior management.
- Exceptional written and verbal communications skills.
- Exceptional technical skills including website design, social medial channels, and relevant Microsoft software.
- A great attitude and a strong work ethic.
- Reliable vehicle, driver's license and good driving abstract.
- Must pass YWCA security clearance (criminal record check and vulnerable sector check).

**Wage:** Based on experience

#### **CONTACT INFORMATION:**

Please send a resume with cover letter by email to Carla Huntington, VP, Development & Engagement at [chuntington@ywcaskatoon.com](mailto:chuntington@ywcaskatoon.com). Applications will be accepted until **the position has been filled.**

Thank you to all applicants. Only those selected for interviews will be contacted.