**Communications Coordinator**

The Sexual Assault Support Centre of Waterloo Region supports survivors of sexual and gender-based violence. We listen, facilitate healing, and celebrate resiliency. Using an anti-racist, intersectional feminist approach, we work to transform systems which promote gender-based violence.

We are currently recruiting a full-time, permanent Communications Coordinator.

Reporting to the Executive Director, the successful candidate should feel inspired by our work and have a genuine desire to support our [Mission, Vision, and Values](https://www.sascwr.org/ourmission.html). They will have a warmth about them that helps foster a safe, supportive environment for survivors of sexual and gender-based violence.

**Job Description – Communications Coordinator**

**Job Purpose:**

Reporting to the Executive Director, SASC’s Communications Coordinator is responsible for developing, implementing, and overseeing our communications strategies. This role involves creating compelling content, managing our social media channels, updating our website, coordinating public relations and engagement efforts, and supporting our education and fundraising initiatives.

**Duties and Responsibilities:**

**Communications Strategy**

* Develop and implement our annual Communications Plan aligned with SASC’s mission, values, and strategic/operational plans.
* Collaborate with the Executive Director and other team members to identify key messaging and communication goals.
* Draft communications policies and procedures as needed.

**Content Creation, Management and Distribution**

* Provide professional graphic design support to ensure branding consistency across programs and mediums, utilizing Adobe Creative Suite and Canva.
* Ensure all content is consistent with our branding guidelines and aligns with our ARAO values.
* Create promotional materials and advertisements. Write and edit press releases, blog posts, reports, brochures, and other materials.
* Take leadership in writing, designing, and disseminating our monthly e-newsletter.
* Develop engaging multimedia content to support campaigns and initiatives.
* Ensure the development and design of our Annual Report.
* Lead distribution channel management to ensure our materials are shared with relevant stakeholders.
* Support managers in editing, designing, and packaging program materials/curriculum.
* Ensure all content is consistent with our branding guidelines.
* Ensure the use of web analytics and statistics to inform marketing strategies.

**Social Media and Online Presence**

* Create and maintain our website to ensure user-friendliness for clients, partners, and donors. Ensure regular updates and integration with other digital tools (such as event registration, etc.)
* Manage, grow, and evaluate our social media presence across platforms.
* Showcase our team in action on media channels to highlight our work in the community.
* Ensure all SASC’s social media accounts are updated regularly, or deactivated if no longer in use.
* Plan and schedule regular social media posts, ensuring content is timely, relevant, and engaging.
* Respond to inquiries and engage with the online community in a professional manner.
* Amplify our Anti-Racism and Anti-Oppression (ARAO) values on our social media channels by highlighting and supporting our partners.
* Monitor and report on relevant current events and emerging issues, drafting online statements on behalf of SASC as required.
* Track and analyze social media metrics to inform future strategies.

**Media**

* Oversee media relations and coordinate public relations events.
* Direct media interview requests as appropriate, acting as a backup media liaison.
* Maintain relationships with key media contacts to support distribution of news and public relations materials.
* Assist the Executive Director and Leadership Team in crafting press releases, statements, and messaging.

**Event Promotion and Support**

* Collaborate with staff to lead promotion strategies for SASC’s events and initiatives (e.g. Take Back The Night, Human Trafficking Awareness Day, Support Groups, Volunteer Trainings, Sexual Violence Prevention Month activities, etc.)
* Develop event materials and coordinate the distribution of information to target audiences.
* Support event logistics including managing registration and coordinating with vendors/partners.

**Fundraising and Donor Communications**

* Contribute as an active member of the Fundraising Committee.
* Cross train on basic elements of the Fundraising Coordinator position to ensure the continuity of our services.
* Collaborate with the Fundraising Coordinator to:
  + Develop and implement communication strategies that support donor engagement and fundraising goals.
  + Draft donor communications, including appeals, thank you letters, and impact reports.
  + Support the development of fundraising campaigns and initiatives, ensuring alignment with communication strategies.

**Community Engagement**

* Collaborate with leadership to ensure that community engagement, with defined targets and priorities, is embedding in our annual Communications Plan.
* Coordinate SASC's support of key community events, such as Red Dress Day, December 6th etc., ensuring a strong SASC presence.
* Create opportunities for clients to share their experiences and the impact of SASC’s work through storytelling, public speaking, and other platforms.
* Assist the Executive Director in fostering positive relationships with community stakeholders.
* Protect SASC’s reputation by monitoring public opinion, responding to inquiries, and providing clear, accurate information.
* Act as an ambassador for SASC, representing SASC at community events and networking opportunities.

**Internal Communications**

* Ensure consistent and effective communication across the organization.
* Create internal communications as requested, including drafting of open letters and memos, announcing news and initiatives, and sharing of key information.

This job description outlines the general nature and key responsibilities of this role. Duties, responsibilities, and activities may change as the organization evolves.

**Qualifications:**

* Bachelor’s degree in Communications, Public Relations, Journalism, Marketing, or a related field and 3 to 5 years of relevant experience.
* Strong writing, editing, and storytelling abilities.
* Experience with graphic design and related software (e.g., Adobe Creative Suite).
* Proficiency in social media management tools and platforms.
* Familiarity with content management systems (e.g. WordPress) and email marketing tools (e.g. Mailchimp).
* Ability to work independently and as part of a team.
* Strong organizational skills with the ability to manage multiple projects simultaneously.
* Sensitivity and understanding of issues related to sexual violence, trauma, and social justice.
* Completion of volunteer training program upon initial employment

**Communications:**

Strong interpersonal and communication skills are needed in this position to ensure effective engagement with external stakeholders. These skills are also needed for internal communication with staff and volunteers.

**Working Conditions:**

This job is performed in a hybrid work environment; a portion of the work can be done virtually and a portion of the work will be in the office or community. Given that a portion of the work is computer-focused, the role can be sedentary although there is the ability to stand and stretch and move about the workspace, whether it be at home or in the office.

This role requires occasional evening and weekend work for events. Some flexibility in working hours is required to accommodate project and event needs. Some local travel will be necessary.

During events, this role may require standing for extended periods, lifting materials, and engaging with large groups.

**Direct Reports:**

While this role has no direct reports, there may be supervision of staff, students, or volunteers as needed.

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| **Compensation and Benefits:** |

We are a Living Wage employer as defined by the [Ontario Living Wage Network](https://www.ontariolivingwage.ca/living_wage_by_region). We use a 3:1 ratio meaning that the highest paid team member is not paid more than 3 times the lowest paid team member.

This role pays $31.03/hour.

We have a health benefit plan including Extended Health Care (EHC), Dental, Employee Life Insurance, Dependent’s Life Insurance, Accidental Death and Dismemberment (AD&D), Long-Term Disability (LTD), and an Employee Assistance Program (EAP). We pay 100% of health benefit premiums for our full-time staff and their families.

Due to the nature of our work, our staff team start with four weeks of vacation. We also have 125 hours of paid time off per year. These amounts are pro-rated based on the team member's start date.

We offer RRSP matching after one year of employment.

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| **Anti-Racism/Anti-Oppression Statement:** |

**We recognize that sexual violence disproportionately impacts women, trans, and non-binary people. We particularly recognize the impact of racism and colonialism on Black, Indigenous, and racialized women, girls, gender-diverse, and two-spirit survivors.**

Given this, we encourage applications from women, trans, and non-binary candidates, especially those who identify as Black, First Nations, Metis, Inuit, racialized, as members of 2SLGBTQIA+ communities, and/or as a person with a disability. We invite candidates to voluntarily self-identify as a member of a diverse and/or marginalized group as part of their application.  As part of SASC’s values, we strive to have staff members that are reflective of the communities we serve.

We are committed to providing an inclusive and barrier-free work environment. We adhere to the principles of the Accessibility for Ontarians with Disabilities Act (AODA). We strive to make our recruitment, assessment, and selection processes accessible and provide accommodations as requested for applicants with differing abilities. If you require accommodations at any point during the application and/or hiring process, please contact Human Resources at [jobs@sascwr.org](mailto:jobs@sascwr.org) or 519-571-0121 x102.

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| **How to Apply:** |

This position requires the successful candidate have a valid driver's license, access to a vehicle, and a satisfactory Vulnerable Sector Police Check. A flexible schedule is required for evening and weekend work. This position is set to begin as soon as possible. **Please submit a current cover letter and resume as one PDF document to** [jobs@sascwr.org](mailto:jobs@sascwr.org)**.**

*We thank all candidates for their interest; however,*

*only those selected for an interview will be contacted.*

*Unless you require accommodations, no phone calls or email inquiries please.*