

Job Description

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| **Position:** Marketing and Communications Officer  **Date:** June 2018  **MANDATORY Language Requirement:** Bilingual fluency (minimum CCC/CCC) | |
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| Applications will not be accepted after June 22, 2018; candidates of interest will be contacted immediately.  ·This is a bilingual position requiring the use of both English and French. Please don’t apply if you do not meet the CCC/CCC mandatory requirement.  ·This is a junior position. Please do not apply if you have less than two (2) years or more than four (4) years of relevant experience in a professional environment.  ·Please send a cover letter and resumé to [hchew@unitedway.ca](mailto:hchew@unitedway.ca). | |
| Job Summary | |
| Reporting to the National Director, Communications and working with the communications and marketing team, the Marketing and Communications Officer implements United Way Centraide Canada’s (UWCC) strategic communications program. Aligned with the United Way Centraide (UWC) Movement’s strategic directions, the Marketing and Communications Officer is responsible for content creation and social media engagement, and assists in building, implementing and reporting on UWCC communication and marketing initiatives. The position encompasses research, writing, editing, coordinating and publishing content, supporting online digital content management, and providing general administrative support to the marketing communications team. | |
| Responsibilities | |
| **A/ Stakeholder Communications**  **Communications to the UWC Movement:**   * Contributes to and implements a content strategy and schedule to ensure all communications channels and content are current and relevant. * Develops, manages and updates content for websites and other digital and social platforms. * Maintains social media accounts, and reports using analytics to inform content strategy. * Compiles, edits and posts bi-weekly e-newsletter and other UWC Movement communications vehicles as determined by the national communications and stakeholder engagement strategy.   Coordinates the UWCC National Awards Program.   * Supports the production and publication of major communications from the office of the President and CEO. * Supports the National Director, Communications in compiling and creating internal communication for UWCC staff. * Ensures all relevant marketing and communications documents are saved and organized on shared platforms and members’ portal, as necessary.   **Communications to the Public:**   * Manages UWCC’s social media presence and content, including proactive development of innovative and relevant strategies and themes to drive positive brand impression. * Drawing from UWCC and UWCs, coordinates plans for content renewal on websites that inform the public of UWCC’s work and the impact of the Movement. * Coordinates creation of a digital annual report and other documents as necessary. * Finds and flags stories while monitoring media, identifies pitching opportunities, drafts media materials.   **B/ Brand Management:**   * Monitors brand compliance internal and external to the UWC Movement, and coordinates response to issues, in consultation with the National Director, Communications. * Provides member support for deployment and use of brand tools and resources. * Reviews and refreshes Brand Identity Guidelines as required. * Provides quality customer service to UWCs seeking information or support related to marketing, communications and/or brand strategies.   **C/ Project, Network and Department Support:**   * Supports implementation of communication plans for the UWCC national conference and other major events as directed. * Provides writing, analysis and coordination in support of a variety of projects and initiatives, including the functioning of the National Marketing and Communication Network, United Way Worldwide related member communications, and the national communications and stakeholder engagement strategy. * Provides other general administrative support to the marketing and communications team, as required. | |
| Supervisory Responsibilities | |
| * Volunteers, interns, when available. | |
| Contact | |
| **Internal:** Vice-President, Communications & Brand Strategy; National Director,  Communications; Manager, Marketing and Communications; UWCC staff. | |
| **External:** Local UWCs, vendors and suppliers, counterparts at United Way Worldwide and other related and external parties as required. | |
| Qualifications | |
| **Education:**   * Post-secondary degree or diploma in communications, marketing, public relations, public affairs, or related discipline. | |
| **Experience:**   * Minimum three (3) years proven work experience in a related communications role, e.g. content development, social media and/or digital communication (preferred), marketing, brand management, media relations, etc. * Experience in the not-for-profit sector is an asset. | |
| **Environment:**   * Works at UWCC’s National Office, in a cubicle in close proximity to others. * Works closely with other members of UWCC staff and with staff and volunteers from local UWCs to promote communications, marketing and brand initiatives. This requires flexibility, analytical skills, ability to handle competing objectives, multi-tasking, and priority setting, in consultation with others. | |
| **Skills:**   * Ability to multitask within a collaborative team structure and open work environment. * Ability to creatively generate interesting and compelling content * Adaptability, organization. * Ability to keep an eye on trends and emerging best practices. * Demonstrated writing experience for various communications vehicles. * Hands-on skills with a proven track record of working on a deadline. * Desire to work in a fast-paced, changing environment. * Experience with social media from both a user and content creator perspective. * Experience with the mechanics of adding content to social media platforms. * Experience with website analytics, search engine optimization, content platforms. * Attention to detail and high level of accuracy in English and French writing. * Excellent communication skills including writing, research and persuasion. * Strong computer and technology skills, including proficiency with MS Word, Excel and PowerPoint. Ability to use Adobe InDesign is an asset. * Can-do attitude with strong customer service orientation. * Critical thinking, analytical and problem solving skills. * Prioritizes effectively and demonstrates strong follow-through. * A team player, with demonstrated interpersonal skills. | |
| United Way Centraide Canada Employee Covenant | |
| As part of UWCC, employees must live by the covenant that guides our work.  It is our promise that UWCC is a community and its success depends on all of us.  We believe everyone has value, has something to contribute, can reach their potential and deserves respect. A safe and supportive community is everyone’s responsibility.  This covenant, which reflects both a collective and personal commitment on the part of all employees, guides our work and our professional conduct, and is set out in a balanced framework of core values:  **Professional Values:** Working with competence, excellence, and efficiency.  **Ethical Values:** Acting at all times in such a way as to uphold the public trust.  **People Values:** Demonstrating respect, fairness and courtesy in dealings with colleagues, members, partners and the public. | |