

Job title: Communications Specialist

Reports to: Director of Development

Start Date: May 2021

Job Category: Full-Time, OPSEU Bargaining Unit

About Us and Summary of the Role

Mission

North York Women's Shelter actively supports the rights of women and children to build lives free of violence by providing non-judgemental safe shelter, advocacy, and a range of programs & services including 24-hour crisis support.

Vision

Our vision is to create a community characterized by gender equality where women and their children feel empowered and safe and all services are provided according to the NYWS's Trauma-Informed Key Principles.

Purpose

The Communications Specialist is a new role for NYWS, and one that will report directly to the Director of Development but work closely with all department's communication needs. NYWS is an anti-violence centre that leads with its values and works within a community centric fundraising model. This means doing things the right way rather than the easy way, every single time. The successful candidate will play an important role sharpening and reflecting the voice of NYWS. An expert understanding of anti-racist social activism, anti-carceral feminism, equity, and community justice is crucial in the successful candidate. This role is about building a highly engaged and empowered community through communication tactics, and to do so with an intentional focus on the organization's values.

Accountabilities and Responsibilities:

Subject Matter Expert

- Responsible to staying informed and aware of current events, current experts, research and happening within our sector and the larger community.
- Must have an expert understanding of anti-racist social activism, anti-carceral feminism, equity, and community justice.
- Be empowered to challenge conventions and take a key role in the reshaping of NYWS' communications, with a focus on centering community.
- Responsible for engaging community in mindshare and engagement to enhance our mission.
- Responsible for staying current on all current program development needs and evaluations within the organization.

Content Creation

- Using a trauma-informed approach, work with key staff, and broader NYWS community to recognize appropriate storytelling opportunities and capture content for external communications, and internal communication materials.
- Assist in creation of materials to support NYWS, including but not limited to the development of a case for support, internal and external newsletter, news releases, advocacy material and funding proposals.
- Provide the tone and voice for all social media platforms, engaging the community and creating materials to move NYWS's mission vision and values forward.
- Monitor social media channels and perform community management duties as required, working to maintain NYWS channels as intentionally safer spaces.
- Review, copy edit, and proofread materials produced for outside communications.

Project Management

- Work with all departments on understand the communication needs, including not limited fundraising. programming, and special projects.
- Work with in and manager all communications platforms to ensure optimization. Including but not limited to: New Mode, Wordpress, Typeform, Shopify, Printful, Printify, Mailchimp, Google Analytics.
- Maintain and optimize e-commerce program (NYWS Shop).
- Provide subject matter expertise and guidance to all communication consultants working with NYWS.
- Provide expertise on stewardship and guidance on stewardship activities the about public facing.
- Help with the creation of and adherence to business rules and standard operating procedures for communications platforms.
- Perform external market and movement research to help ensure NYWS campaign efforts are relevant and effective.
- Support departments to record and analyze metrics and analytics specific to communication campaigns and overall communications program.

General and Related Responsibilities

- Takes personal responsibility to increase sensitivity, awareness and work-related activities related to Trauma-Informed Practice - Key Principles
- Adheres to NYWS policies and procedures
- Works respectfully and maintains high degree of confidentiality and discretion with clients, co-workers and the organization
- Attend and participate in additional team building, training, in-services, and community outreach projects as required
- Perform related duties as assigned by Director of Development
- Able to work morning, evening, and weekend shifts, as needed

Qualifications and Skills

NYWS is conscious that:

- Lived experiences are valuable qualifications and that many life skills can be translated to the workplace
- There may be a learning curve when it comes to some of the more technical aspects of this role

The Successful Candidate will hold:

- Ability to design work processes that are intentional and justice-oriented, with a commitment to self-evaluation and accountability
- Experience with successful content creation and project management
- Strong work ethic with ability and skills to handle multiple priorities and projects simultaneously and meet established deadlines
- Comfortable learning and working with online communications platforms for both deployment and reporting functions
- Demonstrated high degree of initiative, judgement, and problem-solving ability
- A strong understanding of gender-based violence and social justice sector
- High level of emotional intelligence an asset
- Satisfactory Vulnerable Sector Checks (PVSC) with future checks

The Successful Candidate will possess the following skills:

- Ability to work with an intersectional feminist, anti-carceral, anti-racist and anti-oppressive lens from trauma-informed practice framework
- Excellent professional and empathetic communication skills, as well as strong problem-solving skills

- Ability to work independently as well as part of a strong dynamic team
- Excellent organizational skills with ability to prioritize
- Extremely detail oriented
- Strong adherence to ethical policies, procedures, and exercises a high degree of confidentiality and privacy of information as outlined in NYWS policies and procedures, as well as in Trauma-Informed Practice – Key Principles

Physical Requirements

- Ability to wear Personal Protective Equipment and adhere to COVID-19 infection prevention principles
- Able to lift up to and including 30lbs. Walking, standing, bending, stooping, reaching, twisting, lifting, pushing, pulling, and moving items is occasionally required.
- Exposure to illnesses such as cold and influenza on a weekly basis
- Exposed to loud sounds and high noise levels on a weekly basis.
- As employees of an organization committed to harm-reduction, exposure to women who may be under the influence of substances including, but not limited to cannabis.
- Exposure to pets on a regular basis

Key Performance Indicators

- Continuous Improvement (PD participation)
- Project management
- Appropriate representation of NYWS at fundraising and outreach events
- Staff training
- Team collaboration
- Data management
- Commitment to Trauma-Informed principles
- Alignment with Mission, Vision, Values

Hours & Compensation

This position will be scheduled 35 hours per week at an hourly rate of \$31.42.

Application

If interested in this position, please submit **resume and writing sample** via email to Melissa Galeano melissa@nyws.ca and quote **'Communications Specialist 0421'** in the subject line by 5:00pm on Friday, April 30, 2021.

In accordance with our feminist, anti-racist and anti-oppressive framework, NYWS is committed to the development of an organization that reflects the communities that we serve.

We actively encourage applications from members of groups with historical and/or current barriers to equity.

Position vacant until filled.

Potential candidates will be contacted. We respectfully ask no phone calls, and any made will not be returned.