



Background

The Power to Be International is looking for a ***Communications Coordinator and Social Media Manager (Mid-Level)*** to join our team. We are a registered charitable organization, dedicated to providing specialized educational, leadership, and mental health programs and services to the BIPOC and QTBIPOC youth community. The organization works from an anti-Black racism, anti-racist and anti-oppression perspectives.

This is an exciting opportunity for an ambitious and enthusiastic early-career communications professional to make a global impact as part of a small team working. This position works closely with and reports to the Power to Be International Board of Directors and Sr. Project Coordinator.

The position will support PTBI's communication portfolio and is a key player in the achievement of the marketing and communications objectives of the organization. This role will be instrumental in the development and roll-out of campaigns and other activities. The manager will also collaborate with program facilitators to support the creation of programming materials for workshops offered by the organization. The position will also be working with the development officer to ensure promotional information is available for grant and donor submissions.

Who you are:

You are a skillful and creative communicator with knowledge and experience in social media communications and campaigns. You are passionate about supporting community members and youth. You are an empathetic communicator who is skilled at leading community outreach communication, participant recruitment, and engagement. You are a champion and aligned to the principles of diversity, equity, and inclusion (DEI). You also apply a DEI lens to your communications of both internal and external stakeholder relationships.

You have an exceptional talent for developing engaging copy, stories, and other creative elements that connect on a human level. You are meticulous, love to tell an engaging story, and have an advanced understanding of creative design and the design process, social media best practices, and newsletters as a community engagement tool. You are dedicated to continuous improvement and are always exploring the latest tools and trends to creatively share your message and build community.

What will you do

The overall objective of the position will be to review videos and photos to develop promotional materials. Create marketing material to promote programs and services. Revise, monitor and update the website and social media presence. Create in partnership with the program facilitator programming communication and materials.

You will support the execution and delivery of all aspects of our multi-channel outreach and communications strategy, including:

- Developing high-quality, comprehensive communication and outreach materials, including website and email content, impact stories, and social media campaigns
- Leading the execution of community newsletters and other mass-email communications as needed, including list management
- Ensuring consistent brand look, feel and voice across all channels for all external-facing communications
- Cultivating, engaging, and stewarding the PTBI online community in a timely and relevant manner by tracking, sharing and highlighting scholar, alumni, and partner success, and developing ideas for strategically-aligned, community-building campaigns and story-telling opportunities
- Supporting our media relations efforts, strengthening strategic relationships with journalists, securing media features, and proactively seeking thought-leadership opportunities for alumni, senior staff, and key volunteers
- Providing creative design and copywriting input for any organizational reports
- Maintaining a fully cataloged digital asset database
- Developing and tracking success metrics for social media
- Creating visually engaging presentations to support the work of the charity
- Using support from the PTBI programming and project facilitators systematize and breakdown training material into online modules
 - plan content format, run test processes and pilots to validate online modules, launch and support final versions
- Other tasks as required

What You Bring

The Communications Officer's responsibilities include:

- Assist in the creation and implementation of PTBI's communications strategy to help raise the profile of PTBI and its clients and partners in Canada and globally
- Assist in the creation of a strategy to increase PTBI's reach and impact in online, social, and traditional media
- Write and edit clear and compelling content for press releases, news articles, marketing campaigns, web articles, media advisories, summaries, program reports, etc.
- Develop a brand guide with supporting graphics for publications, communications collateral, newsletters and web pages for PTBI programs and services
- Work alongside board members and staff to ensure publications reflect our brand
- Write and post content to PTBI's Instagram, Facebook and LinkedIn accounts (not limited to)
- Work on the Wix platform to ensure vthepowertobe.org and its microsites stay updated
- Assist in the management of PTBI's email lists, including client communications
- Ensure all materials published by PTBI are accurate and that written materials are consistent with Canadian Press Style, AODA and established standards

RESPONSIBILITIES:

Job Responsibility #1: Creating Quality Communications Products

- Plan, develop, and create written and multimedia content for a variety of purposes and channels, including the bi-monthly newsletter, annual report, donor communications, fundraising appeals, presentations, website, social media, etc.
- Fulfill donor communications deliverables as outlined in donor and partnership agreements
- Contribute to the development of communications plans for partnership and donor proposals
- Create and execute marketing and communications components to support PTBI workshops and events
- Design, test, pilot and support digital learning modules for PTBI programming

Job Responsibility #2: Digital Channels Management

- Manage the organization's website, develop an email marketing program and communications lists, and social media accounts to drive awareness of the organization, engagement in our mission, acquisition of new supporters, and revenue generation
- Write original content and support editing of digital content and stories
- Develop relevant content topics to reach target audiences in line with digital strategy
- Develop and manage digital awareness and fundraising campaigns
- Listen and respond to comments, and monitor analytics

Job Responsibility #3: External Communications and Media Outreach

- Develop and coordinate media outreach to various media outlets, including drafting press releases and pitching stories
- Identify opportunities to position the PTBI Board of Directors and other spokespeople in the media.
- Regularly monitor, analyze and communicate media results
- Support planning and implementation of international media visits to field projects in coordination with field offices
- Build and maintain a media contact list

Job Responsibility #4: Donor and Fund Communication

- Ensure development and creation of all communications for all fund-related materials

EDUCATION/TRAINING/CERTIFICATION:

- University degree or college diploma in journalism, communications, media marketing, design or a related discipline with a combination of work experience
- Genuine interest in social justice, non-profit fundraising, and youth activism

EXPERIENCE:

- Minimum 3 years experience in a similar position

- Experience creating written and multimedia content for a variety of platforms, channels, and audiences
- Experience creating engaging donor communications and products that support cultivation, stewardship, and, and retention goals
- Experience overseeing end-to-end production of marketing and communications products, particularly annual reports and newsletters
- Experience with event marketing
- Experience developing digital and paid social campaigns that drive brand awareness, engagement, and donor acquisition
- Demonstrated success in securing earned media coverage for issues and event
- Demonstrated success in contributing to the development and successful implementation of communication strategy
- Demonstrated success in delivering communication projects on deadline

COMPETENCIES / PERSONAL ATTRIBUTES:

- Creative thinker, excited by fresh approaches to communications
- Adaptable to different communications situations and demands
- Comfortable in a collaborative environment, able to listen actively, open-minded and open to constructive feedback
- Highly organized and deadline-driven
- Ability to collaborate with culturally and geographically diverse teams. Self-motivated, able to work independently and take initiative to move projects forward
- Flexible and adaptable, able to adapt to competing demands
- Willing to travel as required
- Highly organized, accurate, attentive to detail, with excellent time management skills (i.e. work well independently)
- Able to take initiative and see a project through from concept development to execution with minimal supervision
- Positive, flexible, and responsive attitude, professional image and team-oriented/collaboration style
- Excellent writing skills, including the ability to synthesize complex ideas and communicate them in a clear manner
- Proven computer skills in Microsoft Office, Google Suite and/or web-based applications.
- Experience in website development and content management (i.e. Wix)
- Experience in basic publication layout and design, including proficiency in applications such as Canva and Adobe InDesign

KNOWLEDGE/SKILLS:

- Exceptional writing skills, able to write for different platforms and uses including narrative storytelling, donor communications, and marketing products
- Well-honed editing skills with an eagle eye for spotting errors and inconsistencies
- Knowledge of Facebook Business Manager, Google Grants, and other digital marketing and advertising platforms, and experience setting up and managing digital campaigns
- Video and photo editing skills are a considerable asset

- Proficiency in the use of Microsoft Office products (Outlook, Word, Excel, PowerPoint, Teams, etc.)
- Excellent communication, presentation and influencing skills

DEADLINE TO APPLY: June 24th, 2022

Interviews will be held: June 27th, 28th and 29th via Zoom

Email your resume and cover letter outlining your experience.

Please include a minimum of one writing sample and two social media posts samples to:

denise@thepowertobe.org

Job Types: Part-time, Fixed-term contract: (25h/week)

Contract length: 10 Months

Reporting to: Sr. Project Coordinator and Board of Directors

Location(s): This will be a hybrid-remote position consisting of on-site work at a base office in Ajax, ON, and work-from-home functions.

Must have appropriate work-from-home space with high-speed internet connection.

Start date: July 1, 2022

Salary: \$25.00

Covid-19 Considerations: We adhere to the Government guidelines