



Background

The Power to Be International (PTBI) is a registered charitable organization, dedicated to providing specialized educational, leadership and mental health programs and services to the BIPOC youth community. The organization works from an anti-Black racism, anti-racist and anti-oppression perspectives.

We are looking for a talented, ambitious **Research and Communication Assistant (Entry-Level)** to support the organization's communication and social media approach for a new fundraising initiative and established field service program.

The Research and Communication Assistant is an essential member of The Power to Be International's team. The position will work directly with our newly hired Communications Manager to support PTBI's communication and social marketing. This role will create a market research and communication plan to engage our audiences, attract new interest, and enhance communication for our programs.

Job Types: Part-time, Fixed term contract (21h/week - 3 days per week)

Contract length: 2 months (Jul 1st, 2022- August 31st, 2022)

Reporting to: 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.

Number of positions: 1

Experience: 1 + years

Start date: July 2022

Salary: \$22/h

Who you are:

You are a skillful and creative communicator with entry-level experience in research and communications. You are passionate about supporting community organizations that focus on youth and want to use your communication and media skills to assist in developing new approaches to enhance and improve non-profit engagement. You are a champion, and aligned to the principles of diversity, equity, and inclusion (DEI). You also apply a DEI lens to your work at all levels.

What You Bring

The Research and Communications Assistant responsibilities include:

- Assist in the creation and implementation of PTBI's research and communications strategy to assist with re-engaging and recruiting volunteers as well as attracting new audiences for fundraising purposes
- Assist in the creation of new strategies to increase PTBI's reach and impact in online, social, and traditional media
- Develop research and marketing plan for two PTBI initiatives (includes creating and implementing surveys and communication)
- Work alongside board members and staff to ensure strategies reflect the PTBI brand
- Write and post content to PTBI's Instagram, Facebook and LinkedIn accounts
- Work on Wix platform for our new fundraising initiative
- Ensure all materials published by PTBI are accurate and that written materials are consistent with Canadian Press Style, AODA and established standards

COMPETENCIES

- 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
- 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 research design and implement (i.e. survey administration and data analysis)

QUALIFICATIONS

The Research and Communications Assistant will bring the following skills and qualities:

- University degree or college diploma in communications, market research, or a related discipline with a combination of work experience
- Minimum 1 year experience in a similar position
- Genuine interest in social justice, non-profit fundraising, and youth activism

DEADLINE TO APPLY: June 24th, 2022

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

Email your resume and covering letter outlining your experience to denise@thepowertobe.org