



ASSIGNMENT DESCRIPTION

ROLE IDENTIFICATION

Role:	Specialist, Marketing and Communications
Department:	Marketing and Communications
Reports to:	Director, Communications

PURPOSE OF ASSIGNMENT

Reporting to the Director, Communications the candidate is a strong creative writer, with demonstrated experience in communications and marketing. Things such as media and influencer relations, social media marketing, content and storytelling.

As a Communications Specialist, you will contribute to the success of United Way East Ontario's communications, public relations, and marketing objectives.

The Specialist is responsible for producing content to support fundraising, community impact, brand activations and many other forms of creative to help support this work. This also includes participating, engaging and connecting with our online communities through our social channels.

An avid consumer of local news, you're also very familiar with Ottawa news outlets, and are hungry to learn about the key social issues our city is facing. The Specialist also assists with media relations, issues management and other communications activities to promote, enhance and protect the profile of United Way. The incumbent will also assist public relations activities for projects including Hire Immigrants Ottawa, EARN Ottawa, project s.t.e.p. and more.

In addition to these responsibilities, the Specialist will assist with the daily media monitoring activities to ensure our executive team is up to speed on the latest news and information.

RESPONSIBILITIES

- Create content for the United Way East Ontario website (blog posts)
- Execute on monitoring and engagement of followers on United Way and GenNext affinity brands through social media channels (Twitter, Instagram, Facebook).
- Assist in the development of content for annual campaigns including Beau's Bike Ride, Holiday Campaign and other emerging fundraising activities.
- Provide logistics and communications support for United Way East Ontario events such as Community Builder of the Year Gala, Schmoozefest, Mix and Mingles, and other events throughout the year.
- Assist with United Way's participating in community events and activations.

- Coordinate relationships with Community Builder Award nominators and recipients by planning award presentations, and stewarding recipients through a follow-up process.
- Coordinate volunteer recognition team
- Support Marketing and Communications committee as required
- Working with the team, seek opportunities to pro-actively follow up on media opportunities found through media monitoring, presenting United Way positions or stories
- Work with Media Manager to look at possible traditional and non-traditional media opportunities for stories.
- Support the creation of key messages, talking points, news releases, media advisories, standby statements and other materials as required to support issues management and media relations activities
- Assist in the management of news conferences and media events

TME COMMITMENT

This is a full-time opportunity for six months starting August 2021. It includes professional training. The candidate must be available for the full duration of the placement.

QUALIFICATIONS

Marketing and Communications experience including:

- Creating content for the web with a demonstrated talent for writing in a variety of styles including blogs, social media, digital advertisements
- Writing communications materials
- Managing social media channels
- Creating compelling content for different audiences
- Knowledge of media and influencer relations, social media marketing, content and storytelling
- Speechwriting experience an asset

Skills and Abilities:

- Bilingual (fully functional in English, spoken French)
- Strong writing and editing skills
- Ability to multitask
- Command of the principles and practice of communications and content marketing
- Demonstrated online content creation and social media experience

- Time management
- Project management
- Disciplined, precise approach to editing, proofreading and fact-checking
- Ability to meet deadlines
- Demonstrated ability to work independently
- Flexibility, tact, diplomacy, and sensitivity

BENEFITS OF THIS ASSIGNMENT

- Apply and refine the following professional competencies through experience in the non-profit sector: Communication; Client Services; Self-Management; Thinking; and Organizational
- Opportunity to apply knowledge and expertise in areas of communications and content creation in non-profit services sector
- Increase knowledge of United Way East Ontario and social service sector
- Opportunity to work in a dynamic not-for-profit community organization
- Contribute to making our community stronger, healthier and safer for all
- Network with United Way East Ontario staff and volunteers

HOW TO APPLY

Please **obtain your manager's approval**, and then send your CV and a cover letter (maximum 500 words) to jgsteil@unitedwayeo.ca. Please indicate which positions are of interest and copy your manager in your submission.