



# COMMUNITY SECONDMENT PROGRAM

## 2023 POSITION DESCRIPTION

Role:	Specialist, Community Impact Communications
Department:	Marketing and Communications
Reports to:	Director, Marketing and Communications, Community Initiatives

## PURPOSE OF ASSIGNMENT

Reporting to the Director, Marketing and Communications, Community Initiatives, the candidate is a creative writer, problem solver and relationship builder with experience in communications and marketing.

As the Specialist, Community Impact Communications, you will contribute to the success of United Way East Ontario's impact goals by using strategic marketing and communications tools like content marketing, storytelling, newsletters, media relations, and more.

The Specialist supports the Director in implementing communications and marketing strategies, and tactics that support specific community impact goals and initiatives including:

- United for All: ending hate, violence and extremism
- Project step: preventing, educating, treating and supporting youth experiencing substance use challenges and their families
- Building community wealth by empowering organizations to change their business practices to be more socially conscious

The Specialist will be responsible for producing content to support the above community impact initiatives, among others. This includes writing for different platforms (web, newsletter, event listing, media release, social media, memos, etc.) and audiences; working with a team to create communications tools (video, graphics, blogs, etc.); and engaging and connecting with other key players and community organizations who are driving these impact goals.

The Specialist is plugged into local news and online discourse and is hungry to learn about the key social issues our communities across East Ontario are facing. The Specialist is collaborative, solutions-oriented, and works well independently and with a team.

## RESPONSIBILITIES

- Assist in the development of content for campaigns awareness and engagement campaigns (digital ads, media tools, etc.).
- Assist in the development of written web content for web pages, newsletters, event listings and more.
- Provide logistics and communications support for United Way East Ontario events, committee meetings, and webinars (virtual and in-person).
- Assist with United Way's participation in community events and activations.
- Work with the Director, Marketing and Communications, Community Initiatives and the Manager, Media Relations and Communications to look at possible traditional and non-traditional media opportunities to highlight United Way's impact work.
- 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.
- Prepare background reports and briefing notes on selected studies, reports, and articles.

## ASSIGNMENT DURATION

This assignment is a full-time position for one year starting in June, July or August 2023. The candidate must be available for the full duration of the placement.

## QUALIFICATIONS

- Demonstrated ability to write a variety of communications materials.
- Knowledge of media and influencer relations, social media and content marketing, and storytelling.
- Demonstrated ability to interview subjects for a communications purpose.
- Ability to multitask.
- Strong writing and editing skills.
- Time management, project management, and organization skills.
- Demonstrated capacity for both independent and collaborative work.
- Knowledge of Microsoft Word, Excel, and SharePoint.
- Knowledge of WordPress, Hootsuite, and MailChimp an asset.
- Bilingualism considered an asset.

## BENEFITS OF THIS ASSIGNMENT

- Experience using communications and marketing strategies as a lever of positive social change.
- Contribute to moving the mark on significant social challenges affecting our local communities and see the results.
- Opportunity to make a direct and valued contribution to a dynamic not-for-profit community organization.
- Opportunity to expand professional networks.
- Apply and refine the following professional competencies through experience in the non-profit sector: Communication; Interpersonal; Client Services; Self-Management; Thinking; and Organizational.

## HOW TO APPLY

Community Secondment Program benefits, terms and conditions are available on our website. Applicants should review this material with their manager and obtain their manager's approval to apply.

To apply please forward your resume and a cover letter (maximum 500 words) to [csantamaria@unitedwayeo.ca](mailto:csantamaria@unitedwayeo.ca). Please indicate which positions are of interest and copy your manager in your submission.