

## Communications Specialist

### Full-time Permanent

40 hours per week

**Anticipated start date:** January 2024

**Salary:** \$48,679.49 to 52688.43

5 Step Salary Scale with annual performance based increases.

Annual COLA increases.

Generous Benefit package.



**Shift:** 8:30 a.m. to 5:00 p.m. with flexibility to work weekends and evenings for special events. Travel between 1JustCity sites required.

**Reports to:** Executive Director

### About 1JustCity

1JustCity operates drop-in sites in three vulnerable Winnipeg neighborhoods: the West End, West Broadway, and Osborne Village. In the winter months, we also operate an Emergency Overnight Warming Shelter called Just a Warm Sleep.

We provide services to over 1200 unique individuals weekly and work with people living in poverty; experiencing homelessness or precarious housing, mental health issues and/or addiction, social isolation, oppression due to race or gender identity, and more.

Learn more: [1justcity.ca](https://1justcity.ca).

### Job Description

The Communications Specialist position is a key position at 1JustCity, with responsibility for coordinating our internal and external communications. Our Communications Specialist, first and foremost will get to know our guests, listening to them, conversing with them, and hearing their stories. Your role will be to re-tell these stories to our donors, the media, and the general public by painting them a picture of the hopes, dreams, challenges and needs of our guests, and giving them a clear idea of how they can help.

The Communications Specialist will participate in planning events and fundraisers, advising staff and volunteers on the best way and time to advertise, the timing of updates, and preparing eye-catching, memorable graphics, copy and postings to support the event and provide creative and effective communication strategies for our organization. Your role will include sharing your advice and expertise with other members of the organization. Join a team where your work has a direct impact on the care and support given to vulnerable Winnipeggers' experiencing food insecurity, poverty, isolation, mental health or substance dependency.

If you are comfortable handling a large variety of communications tasks, including event planning, media relations, social media, video creation, and more, you may be our ideal candidate! If you are interested in joining an agency that is justice orientated, client centred, and committed to Reconciliation, please submit your resume and covering letter.

## **RESPONSIBILITIES**

### Communications

- Recommend and coordinate communications initiatives including branding, strategy, marketing, public relations, and social media
- Design graphics, write copy for, and post on social media accounts
- Maintain and update the editorial calendar and marketing campaigns.
- Update and maintain the website
- Create and send email marketing campaigns via Mailchimp
- Write and distribute press releases
- Write and post blog posts
- Adhere to and enforce branding and communication guidelines
- Report on analytics and metrics and take corrective action as needed
- Pitch stories to journalists and answer inquiries from the media
- Plan and execute events such as fundraisers and the annual general meeting
- Write, design, and distribute quarterly newsletter
- Write and send internal communications
- Create videos to tell our story, photography, as needed
- Maintain partnerships/liaisons with other organizations
- Other duties as assigned

## **Administrative**

- Answer general inquiries over the phone, through email, and on social media
- Assist with basic technical support, when needed
- Assist with crating and managing forms on Zeffy and Canada Helps
- Other duties as assigned

## **QUALIFICATIONS**

- Post-secondary education in Creative Communications (or a similar program with related experience)
- 1-2 years of recent experience working in an organization as a communications employee
- Excellent demonstrated oral and written communication skills
- Excellent prioritization and organizational skills
- Experience with Mailchimp, Canva, Buffer, Wix, and Zeffy (or similar platforms)
- Experience with Google Workspace
- Awareness of Indigenous/Cross Cultural issues and the impact of colonization
- Ability to work independently as well as part of a team.
- Experience in non-profit communications is an asset.
- Valid Manitoba driver's license and daily access to a vehicle is required.
- French speaking an asset
- Experience with special initiatives such as fundraising and events

*1JustCity is an equal opportunity employer and we encourage individuals of minority, who are comfortable, to self-identify. Preference will be given to Indigenous candidates*

*Please include contact information (preferred phone number and email address) in your resume and cover letter. Identify in the subject line the name of the position you are applying for.*

Please apply on [ca.indeed.com](https://ca.indeed.com) or by email to [jobpostings@1justcity.ca](mailto:jobpostings@1justcity.ca).

*We thank everyone for their interest, however only candidates selected for an interview will be contacted.*