



**BATTERED WOMEN'S
SUPPORT SERVICES**



Safety Changes Everything

Manager of Communications

JOIN OUR TEAM

We're on a mission to end gender based violence. For over 40 years we've walked alongside women, providing advocacy, amplifying resilience and resistance, and we're just getting started. We are committed to doing the work and putting survivors at the centre. A mission like ours needs a perspective like yours, that's what makes us stronger. For more information on BWSS visit www.bwss.org

JOB HIGHLIGHT

You'll use your excellent marketing and communications skills to lead the development and implementation of a long-term communications strategy to lead the growth of Battered Women's Support Services (BWSS) using a decolonial, intersectional feminist framework. Furthering the mission, vision and values of the organization, working towards the elimination of gender based violence.

JOB SUMMARY

Reporting to the Executive Director, the Manager of Communications is responsible for planning and coordinating BWSS events and public awareness campaigns, media and community relations. The Manager of Communications is the point of contact for donors, sponsors and members of the community and is responsible for managing all marketing and communications content and media relations. You work as a lead member of SI, a marketing and advertising social enterprise of BWSS. You will craft authentic and inspiring copy for our social media outlets, website, monthly various campaigns, and much more. You will make sure our communications are both on-brand and effective, bringing the BWSS mission and impact to life through your words.

YOU'LL BE RESPONSIBLE FOR...

- Developing content and directs creative execution to provide a consistent, targeted, and impactful messaging for BWSS social enterprises, including but not limited to Strategic Interventions Creative Group and My Sister's Closet;
- Working closely with the leadership team to devise, implement and execute strategic public relations campaigns with demonstrated results;
- Providing media relations successes and results including placement in key targeted media outlets including daily print and online newspapers, broadcast media (radio and television), blogs and identified publications;
- Managing and directing various publicity and media campaigns as defined by the Executive Director and leadership team members;
- Preparing background media briefing materials, coordinate and manage media interviews with

- leadership team or designates and secure placement in key media outlets;
- Executing day-to-day public relations activities including press release distribution and follow up, respond to external media requests for information and interviews, creation and upkeep of media lists, writing organizational and marketing collateral, managing donor and supporter relationships;
 - Overseeing and directing social media presence for Battered Women's Support Services to convey and maintain a positive and interactive online relationship with existing and potential constituents and media;
 - Organizing press briefings and conferences, media sessions and events where required;
 - Building and maintaining solid partnerships with assigned internal clients to better develop, coordinate, direct, and facilitate strategic communications;
 - Designing campaigns to target specific audiences, placing an emphasis and discipline on campaign performance to help with recommendations for future programs;
 - Directing in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of marketing projects;
 - Contributing ideas for new programs, researching and recommending innovative branding techniques;
 - Researching and understanding key organizational challenges, community behaviour, target audiences, competitive activity, and environmental factors that impacts gender-based violence and violence against women;
 - Providing hands-on advertising support to BWSS social enterprises, paying close attention to timelines;
 - Identifying and presents opportunities for consistency in messaging and key market experience across channels from signage to digital to print;
 - Developing an understanding of short- and long-term organization goals and planned initiatives;
 - Adjusting and communicating plan changes as necessary to ensure costs for materials, media, and labour are in line with campaign;
 - Staying informed of developments in the field of marketing and communications within the industry to foster ideas and innovation;
 - Driving general positive awareness and profile in influential media channels for Battered Women's Support Services;
 - Taking the lead in all communications, promotions and marketing activities for organization;
 - Recruiting, training and supporting a volunteer marketing and promotions committee;
 - Mentoring, collaborating and overseeing volunteers and staff a part of fund communications team;
 - Coordinating the creation and distribution of marketing and promotional materials;
 - Delivering presentations to a wide variety of groups on BWSS programs;
 - Coordinating the update and maintenance of website.

YOU MUST HAVE...

- Bachelor's degree in journalism, strategic communications, or equivalent;
- Minimum three years of advertising or marketing experience;
- Demonstrated experience with all types of social media (e.g. Facebook, Twitter, Instagram, etc.);
- Experience working in a high-volume, fast-paced environment;
- Working knowledge of Microsoft Office and web content management systems experience.
- Extensive experience creating content with all types of social media

YOU'LL BE SUCCESSFUL IF YOU HAVE...

- Strong, versatile copywriting skills;

- Good organizational, planning, and coordination skills;
- Ability to multi-task and re-prioritize as needed;
- Desire to take full ownership of assigned projects and can work independently;
- Ability to manage multiple projects simultaneously;
- Possesses a sense of urgency; is self-motivated and detail-minded;
- Strong interpersonal skills and ability to build collaborative relationships;
- Good verbal presentation, group dynamic, and facilitation skills;
- Proactive approach in resolving problems and issues.

WORKING CONDITIONS

- Manager of Communications works in a shared office environment and at home office during COVID-19;
- Manager of Communications usually works a standard work week;
- Manager of Communications may be required to work evenings and weekends during major campaigns and special events.

CLASSIFICATION

- Reports to the Executive Director;
- This position is a member of the Leadership Team;
- Permanent full-time 40 hours weekly;
- Salary \$74,880 - \$83,200, based on experience;
- Excellent benefit and pension plan after successful completion of three-month probation period;
- As a bona fide job requirement this position will be held by a woman or femme

APPLICATION PROCESS

If you seek the opportunity to commit to an organization engaged in making a real difference in our communities, please send your resume by **5pm on May 12, 2021**. Respond via email to: Battered Women's Support Services endingviolence@bwss.org. No phone calls please.