



**BATTERED WOMEN'S
SUPPORT SERVICES**



Safety Changes Everything

Manager of Communications

The Manager of Communications, you 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.

A mission like ours needs a perspective like yours, that's what makes us stronger.

Position Summary

The Manager of Communications is responsible for planning and coordinating BWSS events and public awareness campaigns, 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. The Manager of Communications will work within an intersectional feminist framework to increase awareness about violence against women and the work of eliminating of gender-based violence.

Primary Duties and Responsibilities

- Develops content and directs creative execution to provide a consistent, targeted, and impactful message;
- Work closely with the leadership team to devise, implement and execute strategic public relations campaigns with demonstrated results;
- Provide 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;
- Manage and direct various publicity and media campaigns as defined by the Executive Director and leadership team members;
- Prepare background media briefing materials, coordinate and manage media interviews with leadership team or designates and secure placement in key media outlets;
- Execute 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;
- Oversee and direct 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;
- Organize press briefings and conferences, media sessions and events where required;
- Builds and maintains solid partnerships with assigned internal clients to better develop, coordinate, direct, and facilitate strategic communications;

- Designs campaigns to target specific audiences, placing an emphasis and discipline on campaign performance to help with recommendations for future programs;
- Directs in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of marketing projects;
- Contributes ideas for new programs, researching and recommending innovative branding techniques;
- Researches and understands key organizational challenges, community behaviour, target audiences, competitive activity, and environmental factors that impacts gender-based violence and violence against women;
- Provides hands-on advertising support to BWSS social enterprises, paying close attention to timelines;
- Identifies and presents opportunities for consistency in messaging and key market experience across channels from signage to digital to print;
- Develops an understanding of short- and long-term organization goals and planned initiatives;
- Adjusts and communicates plan changes as necessary to ensure costs for materials, media, and labour are in line with campaign;
- Stays informed of developments in the field of marketing and communications within the industry to foster ideas and innovation;
- Drive general positive awareness and profile in influential media channels for Battered Women's Support Services;
- Take the lead in all communications, promotions and marketing activities for organization;
- Recruit, train and support a volunteer marketing and promotions committee;
- Mentor, collaborate and oversee volunteers and staff a part of fund communications team;
- Co-ordinate the creation and distribution of marketing and promotional materials;
- Deliver presentations to a wide variety of groups on BWSS programs;
- Co-ordinates the update and maintenance of website.

Qualifications and Skills

- 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.

Education and Experience

- 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.

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.

Application Process:

If you seek the opportunity to commit to an organization engaged in making a real difference in the lives of children and women in our community, please send your resume by **5pm on October 29, 2020**. Respond via email to: Battered Women's Support Services endingviolence@bwss.org. No phone calls please.

About Battered Women's Support Services

Battered Women's Support Services (BWSS), is a dynamic organization with a decolonial, intersectional, anti-oppressive and feminist approach that provides a matrix of support services and advocacy for women, femmes and non-binary folks who experience gender-based violence. Everyday, we walk alongside women, supporting them on their healing journey, amplifying voices and resilience. In collaboration with community, volunteers and staff, we are active in our long-term goal for the elimination of all violence against women and girls.

www.bwss.org