



Communications Coordinator Position

Full Time, One-Year Contract

28 February 2022 – 24 February 2023

37.5 Hours Per Week

MakeWay is a national charity and public foundation with a goal to enable nature and communities to thrive together. We do this by building partnerships, providing solutions, grants, and services for the charitable sector across the country.

Position Overview

Together Project is seeking a creative communicator who is passionate about building welcoming communities and storytelling to join our team as the **Communications Coordinator**.

Together Project connects refugee newcomers and volunteers to build stronger, more integrated communities. Our Welcome Group Program matches volunteers with newly arrived refugees and refugee claimants for meaningful social support focused on settlement and integration. With support from the Communications Coordinator, these volunteers help newcomers overcome challenges to their integration. Volunteers can help newcomers practice English, navigate services like healthcare, find a job, engage in education, or simply build their social networks. The ultimate goal is the empowerment of newcomers to make progress towards their individual goals, and to provide a platform for the community to engage in that process. Together Project recruits volunteers for the Welcome Group Program in Toronto, Mississauga, and Ottawa. Together Project is a project on MakeWay's shared platform.

The **Communications Coordinator** will work with Together Project's Co-Directors to leverage existing communications resources and develop new content to support our outreach to volunteers, funders, partners, and the general public. Responsibilities include developing key messages and storytelling about Together Project's work; overseeing Together Project's social media accounts (Twitter, Facebook, Instagram, Twitter, LinkedIn), further developing our Together Project podcast and video storytelling and supporting the Co-Directors in sharing findings from Together Project's program impact. As the lead, in-house designer of communications materials, the Communications Coordinator will maintain graphic consistency and adhere to brand guidelines in all communications materials (presentation decks, impact reports, social media, podcast episodes, videos, etc.). The Communications Coordinator may also suggest training or learning opportunities that will support their professional development in these areas.

Together Project believes that all staff members should understand and experience the impact of our work firsthand. To that end, the Communications Coordinator will also help deliver the Welcome Group Program. This includes directly supervising and supporting volunteers matched with newcomer households, tracking their impact, and sharing key learnings with the rest of the team. The Communications Coordinator will help our team continue building an incredible network of dedicated and passionate volunteers, connecting them with people who might never otherwise meet, and have an opportunity to make a real change in the lives of newcomers to Canada. You'd be working in a small team with a lot of opportunity to grow, be challenged, and have impact.

Toronto

832 College St.
Toronto, ON M6G 1C8

Vancouver

400-163 West Hastings St.
Vancouver, BC V6B 1H5

Yellowknife

300-4902 49 St.
Yellowknife, NT X1A 2P8

makeway.org

1.866.843.3722

Anticipated Start Date: **28 February 2022**

Location: The successful candidate will work from their home office in the Greater Toronto Area or Ottawa, and will be responsible for maintaining their own telecommunication, internet and computing equipment; compensation for some office-related expenses will be provided. Pending COVID-19 pandemic restrictions, a desk in a shared office space may be possible.

Salary range: \$46,000 - \$51,000 annual salary, based on level of communications and digital media experience; three weeks paid vacation; employee benefit package; and professional development opportunities.

Key Responsibility Areas

Working with the the Co-Directors, the Communications Coordinator is responsible for:

- Writing engaging copy for multiple communications platforms
- Communications strategy implementation and refinement of Together Project's communications plan and content calendar
- Storytelling to capture Together Project community stories and impact via our blog, podcast, videos and in media articles
- Social media management including key messages, storytelling, image design, branding, dissemination of program evaluation outcomes, and sharing of program resources
- Newsletter coordination including writing and layout of our quarterly Together Project newsletter; monthly Welcome Group Program resource newsletter and other publications
- Welcome Group Program resource management including creation of new resources and updates to existing ones
- Website coordination including updates and basic maintenance
- Adherence to brand guidelines
- Community event coordination with a maximum of five Together Project events per year, pending pandemic restrictions
- Welcome Group Program support, supervising matches between volunteers and newcomers, helping volunteers provide support, and referring them to services and resources as required.

Qualifications Required

General experience and skills:

- Advanced verbal and written knowledge of English required, proficiency in other languages is an asset.
- Experience in the communications sector (experience in the charitable sector or settlement and immigration experience an asset)
- Social media coordination skills including Instagram, Twitter, LinkedIn Facebook, and other platforms

- Graphic design skills, using Canva or similar
- Website coordination skills with Wordpress or similar
- Email campaign skills with Mailchimp or similar
- Video creation and editing skills (experience with podcast creation and editing an asset)
- Media engagement experience
- Event planning skills (online event management experience an asset)
- Ability to work with a small, mission-driven team in a sensitive, respectful manner
- Experience in working with people from diverse cultural backgrounds
- Strong interpersonal skills required. Applicants should be comfortable meeting new people, conducting interviews by phone and video call, and communicating clearly and professionally
- Excellent organizational skills, especially with regards to data entry
- Strong work ethic, ability to multi-task and work independently
- Lived experience as a newcomer to Canada is an asset
- Canadian Citizen, permanent resident, or a person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act.

Education:

- Post-secondary degree or diploma, graduate degree or related field (Communications, Digital Media, Non-Profit Management, Immigration and Settlement, and/or equivalent lived or professional experience with non-profit communications.

Hardware/Software Experience and Skills:

- Proficiency with Google Workspace (e.g. Docs, Sheets, Drive), Microsoft Office Suite, Mailchimp, WordPress, Eventbrite, SurveyMonkey, Zoom, Canva, and social media platforms (Twitter, Instagram, and Facebook).
- Experience using Better Impact and InDesign is an asset.

Travel and schedule requirements:

- Flexible schedule is an asset, in order to periodically engage Together Project stakeholders after working hours.
- Willingness to travel within the GTA on public transit for event management (pandemic restrictions permitting). Travel costs are reimbursable.

How to Apply

Together with your resume, please forward a cover letter which includes your responses to the following questions:

1. How did you hear about this position?
2. What interests you most about this position?



3. Briefly tell us how your skills and experiences are a good fit for this position.
4. Briefly tell us about your current/most recent job. Why are you looking for a change?
5. We're interested in someone who can help us build stronger, more integrated communities. What does a "welcoming community" mean to you?

Please send your resume and cover letter with your responses to the above questions to hello@togetherproject.ca by **4 February 2022**. Thank you.

For more information about Together Project and MakeWay, please visit:

togetherproject.ca

makeway.org/solutions/shared-platform

*As **Together Project** is on MakeWay's Shared Platform, the selected candidate will be an employee of MakeWay.*

MakeWay is strongly committed to creating a diverse workplace environment and we welcome and encourage applications from the communities we serve. We are proud to be an equal opportunity employer.

MakeWay will provide accommodation during all steps of the hiring process, upon request, to applicants with disabilities. Please advise us if you need any accommodation.

Our sincere appreciation to all those expressing interest in the position, however, only those applicants invited for an interview will be contacted. Thank you for your interest!

We will accept applications until 4 February 2022. No phone calls or recruiters please.

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