Manitoba Association of Women’s Shelters Inc. (MAWS)

Job Description - Communications Specialist

**Position**: Part time – Communications Specialist (CS)

**Position Status:** Annual contract with opportunity for renewal

**Hours of Work:** 20 hours per week

**Responsible to:** Provincial Coordinator

**Location**: Winnipeg and surrounding area

* work from home,
* some travel may be required, (e.g. Respond to media requests for in person interviews, conduct presentations to groups etc.)
* Personal vehicle expenses while on MAWS business will be reimbursed at a per kilometer rate. This rate will be determined by the provincial government current mileage reimbursement rate for employees, mileage reimbursement covers work-related car travel beyond an employee’s commute from home office to Winnipeg and back
* stipend supplied for use of personal phone, internet, office supplies

**JOB SUMMARY:**

The applicant for this position should have phenomenal communication and copywriting skills to help them develop a communications strategy to promote a positive public image and meet core organizational objectives that will encompass a campaign aimed at corporate support, focusing the brand, marketing MAWS and setting up the correct channels for continuing marketing efforts. Your enthusiasm and positive attitude will help you gain the trust of colleagues and external parties alike and that will be valuable as you determine the process and create partnerships to build communications for family violence service providers. Other duties will include developing fundraising opportunities and providing administrative support when needed.

The position will work in concert with the Provincial Coordinator and the MAWS team under the direction of the MAWS Board of Directors.

**MAJOR DUTIES AND RESPONSIBILITIES:**

**Communications Strategy**

* Develop and implement a detailed communications strategy to engage with victims, survivors, service providers and funders.
* Work with the MAWS team to build community relationships with family violence service providers across Manitoba.
* Build membership for MAWS.
* Project management – work with a marketing company as part of the communications and media building.

**Build Media & Social Media Relations**

* Ability to respond and liaise to media enquires in Winnipeg quickly and often in person, draft content for mass media and website/social media venues.
* Will initiate media involvement (e.g. press releases), and respond to media requests for interviews.
* Submit media releases for notable events such as Domestic Violence Awareness month and International Women’s Day.
* Assist with updating website and Facebook page.
* Create Newsletter
* Collaborate with marketing professionals to produce copy for advertisements or articles

**Fundraising**

* Provide leadership in the planning, coordination, and evaluation of fundraising events and special projects.

**Administration**

* Assist with preparation of agenda’s, recording minutes and developing meeting documents.
* Participate in meetings, prepare progress reports in a timely fashion.
* Work with the MAWS team to seek out and complete grant applications.
* Monitor and keep within budget and submit receipts in a timely fashion.
* Other related duties.

**QUALIFICATIONS:**

Appropriate education. Combination of experience and education would be considered. Experience in marketing, fundraising as well as organizing and planning special events. Understanding of computer systems. Proficient in Microsoft Office (Outlook, Word, Excel & PowerPoint).

* Ability to work independently with minimal supervision.
* Well-developed communication (experience in copywriting/editing), organizational and coordination skills.
* Ability to manage many projects that have a wide variety of complexity and size.
* Ability to function effectively as a member of a team.
* Demonstrated competence in administration, promotion, planning and supervision.
* Experience developing and providing public presentations.
* Proficient with MS Office with experience with social media; photo and video-editing software is an asset
* Must demonstrate a strong professional manner in dealing with stakeholders, staff, and the public while being open, friendly, approachable, accepting and understanding.
* Proficient command of English
* Previous Board/Volunteer experience is considered an asset.
* Ability to travel to and attend meetings and events in a variety of locations in Winnipeg and surrounding areas.
* Valid criminal records check and Child/Adult abuse registry check.