

MARKETING AND COMMUNICATIONS SPECIALIST

MARKETING AND COMMUNICATIONS SPECIALIST (PERMANENT – 1.0 FTE)

The YW Marketing and Communications Specialist is part of a small but mighty team of creative out-of-the-box creators. You are an imaginative thinker who envisions impactful marketing campaigns, a powerful writer who can adapt to a variety of audiences and a confident project manager.

As the successful applicant for this role, you will be responsible for ensuring YW Calgary programs, services and revenue-generating projects are clearly articulated in an engaging and inviting way via traditional and digital media. This role also requires that you have the professional poise and confidence to interact with multiple internal and external stakeholders.

WHAT MOVES YOU

- A strong flair for juggling multiple projects and timelines plus ability to collaborate on cross-team initiatives
- A self-starter, flexing your creativity and being actively involved in organizing and planning

WHAT YOU'LL DO

- Develop comprehensive marketing campaigns for programs, services and revenue-generating enterprises.
- Ensure fundraising campaigns are supported to achieve targets.
- Produce exceptional written content for a variety of audiences.
- Ensure written materials demonstrate sophistication and nuance in tone, quality and impact.
- Provide exceptional project management on a variety initiatives.
- Primarily office based work; options to work remote with approval; some on-site support involving light lifting during event times.

WHAT YOU'VE DONE

- Post-Secondary education, with a concentration in Marketing, Communications, or equivalent experience.
- 4-6 years' of experience in a related field.
- Exceptional written and verbal communication skills.
- Exceptional attention to detail.
- Exceptional project management skills.
- Demonstrated inter-personal, collaboration, innovation and change management proficiency.
- High level of proficiency in Microsoft Office suite; experience with Photoshop, InDesign and/or Illustrator is an asset.
- Experience and knowledge of all social media channels, leading trends and best practices.
- Ability to create messaging that can be adapted for different audiences: donors, clients, customers, employees, community.
- Passion for YW mission, vision and community impact.

If you want to work to change lives, we want to meet you.

Competition Number: **2020060**

Due Date: **October 19, 2020**

www.ywcalgary.ca/work-with-us

Apply today with resume, covering letter, and salary expectations to careers@ywcalgary.ca