

# MARKETING AND COMMUNICATIONS SPECIALIST

PERMANENT – 1.0 FTE

The YW Marketing and Communications Specialist is a savvy communicator and creative thinker who envisions and brings to life impactful marketing & communications initiatives. You are a powerful writer, digital marketing guru, and confident project manager who can adapt to a variety of audiences and mediums. You are passionate about your community and are looking for an organization and team that provides exciting growth and learning opportunities, while giving you the ability to apply your skills in support of vulnerable women and families.

As the successful applicant for this role, you will be responsible for ensuring YW Calgary programs, services, revenue-generating enterprises and strategic initiatives are clearly articulated in an engaging and inviting way through digital and traditional marketing tools.

## WHAT MOVES YOU

- The success of juggling multiple projects and timelines through collaboration within and across teams
- Taking initiative, flexing your creativity and being actively involved in organizing and planning

## WHAT YOU'LL DO

- Develop and manage annual and campaign-based traditional and digital marketing and communication plans.
- Ensure fundraising campaigns and events are supported to achieve targets.
- Produce exceptional written content for a variety of audiences.
- Create messaging that can be adapted for different audiences: donors, clients, customers, and community.
- Provide exceptional project management on a variety of cross-team projects.
- Ensure communications are crafted through an equity, diversity and inclusion lens.
- 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
- 2-5 years' 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 and Adobe Creative Suite with experience with Photoshop, InDesign and/or Illustrator.
- Experience and knowledge of all social media channels, leading trends and best practices.
- Strong innovation and change management proficiency.
- Passion for YW mission, vision and community impact.

As a condition of employment, YW Calgary requires the successful candidate to be fully vaccinated. Where the candidate has not obtained the vaccine, the candidate will be considered on an exceptional case by case basis; YW Calgary will adhere with its obligations under the Alberta Human Rights Act.”

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

Competition Number: **2021058**

Due Date: **November 05, 2021**

[www.ywcalgary.ca/work-with-us](http://www.ywcalgary.ca/work-with-us)

Apply today with resume, covering letter, and salary expectations to [careers@ywcalgary.ca](mailto:careers@ywcalgary.ca)

YW Calgary is committed to providing an equitable, diverse and inclusive workplace where all employees, clients and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education, and/or disability, feel valued and respected.