

# Internal/External Job Posting

## Communications Manager

### Job Summary

Working with a team, the Communications Manager will enhance the profile of VWTH and support the fundraising and community awareness efforts of Victoria Women's Transition House. The Communications Manager is responsible for marketing and communications for the organization including writing; editing; social media and website content creation, management and optimization; special event assistance and other tasks as assigned. The Communications Manager is a member of the VWTH Leadership Team, works closely with the Program Managers and reports to the Development Director. This is a new, part-time position, 14-hours per week, based in the VWTH Community Office.

<b>Job Title</b>	<b>Development Manager</b>
<b>Classification and Grid</b>	Management/exempt
<b>Hours</b>	14-hours per week
<b>Starting Pay Rate</b>	Management Grid
<b>Benefits</b>	As per current policies for management/exempt
<b>Start Date</b>	ASAP
<b>Supervisor</b>	Development Director
<b>Date Posted</b>	February 26, 2020

### KEY DUTIES AND RESPONSIBILITIES

#### 1. Marketing/Communications

- With the Development Director, develop an annual marketing and communications strategy
- Execute the marketing and communications strategy and key initiatives
- Write marketing and communications materials including newsletters, monthly E-News copy, brochure copy, website text, annual reports, promotional pieces, articles, thank-you letters, op-ed pieces, media advisories etc.
- Oversee and update VWTH website
- Oversee and manage VWTH social media (Facebook, Twitter, LinkedIn, Instagram etc)
- Place any VWTH advertising as required
- Assist with writing VWTH speeches and preparing presentations
- Analyze and report on VWTH digital analytics with recommendations for optimization

#### 2. Annual Campaign (fundraising direct mail)

- Write solicitation letter and accompanying newsletter or other support pieces, as needed

### 3. Special Events

- Support and assist with third-party events including writing auction catalogue, on-site support (with the development team) etc

### 4. Co-Manage Development Administrator

5. **Other** – When required, assist with grant writing and undertake other duties and special projects as required, where appropriate and as time permits

## QUALIFICATIONS

University degree in a discipline related to the position is essential.

## EDUCATION, TRAINING AND EXPERIENCE

2-4+ years experience working in communications or marketing for a non-profit organization. Understanding of the issue of violence and abuse against women and children and a commitment to a feminist perspective. Completion of a university degree in a discipline relevant to this position.

## ESSENTIAL KNOWLEDGE

- Demonstrated experience writing and editing newsletters, articles, reports etc
- Demonstrated experience working in communications, social media, marketing, public relations and/or advertising
- Special event oversight experience
- Understanding of fundraising
- Skill in handling sensitive topics while maintaining confidentiality
- Skill and experience in working with Board and other volunteers

## JOB SKILLS AND ABILITIES

- Superior strategic, organizational, supervisory and communication skills
- Superior writing and public relations skills
- Superior interpersonal skills for interactions with diverse groups – staff, volunteers, donors, and community
- Ability to take initiative, manage multiple and diverse projects and deadlines
- Work well under pressure; comfortable working both independently and as part of a team
- Superior presentation skills

**ADDITIONAL INFORMATION**

- The Communications Manager is required to maintain confidentiality regarding organizational operations, fiscal management and donor and client information
- Use of own vehicle is required
- Scheduling flexibility, including evening and weekend work, is required

**Deadline for submitting applications:** Friday, March 13.

**Start Date:** ASAP

To apply, please submit cover letter with resume to:

[susanh@vwth.bc.ca](mailto:susanh@vwth.bc.ca)

Attn: Susan K.E. Howard, Development Director

**Or by mail:**

Victoria Women's Transition House

Attn: Susan K. E. Howard, Director of Development

100-3060 Cedar Hill Rd.

Victoria, BC V8T 3J5