



Advocacy and Campaigns Coordinator

Title: Advocacy and Campaigns Coordinator

Department: Communications & Advocacy

Status: Full-time, 2-year term (with the possibility of renewal)

Location: Ottawa, ON (with option to work virtually anywhere in Canada)

Immediate Supervisor: Manager of Communications & Advocacy

Salary: \$45,000 - \$49,17.27 (plus benefits)

Application Deadline: April 4th, 2022, at 11:59 PM (EST)

About the Canadian Centre for Gender and Sexual Diversity (CCGSD)

The Canadian Centre for Gender and Sexual Diversity (CCGSD) intersectionally promotes diversity in gender identity, gender expression, and romantic and/or sexual orientation in all its forms on a national level through services in the areas of education, health, and advocacy. Our resources and programming can be used to uplift gender and sexual minorities, as well as give the tools to wider populations in building allyship. For more information, please visit our website at www.ccgdsd-ccdgs.org. The CCGSD strongly believes in equitable practices, and as such, strongly recommends that individuals of gender, ethnic and sexual minorities apply.

CCGSD offers an optional benefits package, but most importantly, we offer the opportunity to be part of a national movement to end discrimination. If you advocate for gender and sexual diversity, anti-violence and anti-discrimination, and share our values of Equity, Access, Rights, and Participation for All – we want you on our team!

SCOPE OF THE POSITION:

The Advocacy & Campaigns Coordinator is responsible for delivering cohesive and compelling advocacy/campaigns initiatives in line with CCGSD's mission and vision. Working in conjunction with others, they are responsible for identifying strategic opportunities to implement campaign activities to increase our visibility, reach, and impact.

The Advocacy & Campaigns Coordinator supports the Communication and Advocacy Department in drafting and implementing country-wide advocacy and campaigns plans, talking points, reports, campaigns and external lobbying activities. They also support the Programs Department to develop and carry out education advocacy and campaigning activities, ensure external messaging is consistent, and identify and build relationships with key stakeholders at the local and national levels.

MAJOR RESPONSIBILITIES: (This is not an exhaustive list of duties to be performed)

The Advocacy and Campaigns Coordinator will contribute to achieving organizational goals and objectives through the following:

Strategy

- Deliver on strategic campaigning activities including events, public speaking engagements, media stunts and digital initiatives as defined by campaign plans.
- Contribute to monitoring and evaluation of CCGSD's campaign activities, including collecting data and analytics to track analyze the digital reach and engagement of CCGSD's audiences
- Support the development and development of an Advocacy & Campaigns strategy for CCGSD, focusing on the impact of homophobia, transphobia and discrimination in the Canadian education system, analyzing policy gaps, and building relationships with key stakeholders
- Support the Communication and Advocacy department's fundraising opportunities as time permits, working closely with the Programs Department

Campaign Coordination

- Develop and maintain CCGSD expertise on campaign files, in particular in the areas of 2SLGBTQ+ rights, education equity, and gender justice.
- Build collaboration across departments and units to ensure aligned and cohesive public campaigning activities.
- Support the design of digital engagement strategies to mobilize Canadians around CCGSD's key campaign and outreach moments, including to boost Calls to Action, in close collaboration with the rest of the Communications and Advocacy department
- Support and steward lead generation from campaigns.

Advocacy and Situation Analysis

- Write issue analysis for a variety of audiences, including internal and external circulation, for issues related to education, youth, and 2SLGBTQ+ people in Canada.
- Create materials and products for ongoing campaign and advocacy work, such as presentations, backgrounders, handout sheets and display materials.

Representation and Coordination

- Liaises, develops and maintains working relationships with relevant organizations, coalitions and individuals involved in campaigns.
- Act as a visible and dynamic ambassador for CCGSD with volunteers, allies and coalitions.
- Support CCGSD management in high-level advocacy work towards relevant authorities, donors, and other civil society, as well as media, if necessary.

Other

- Such other duties as the CCGSD may reasonably assign to you from time to time, acknowledging that the CCGSD is a small business requiring a great deal of flexibility in the assignment of tasks and its expectations of its staff.

REQUIRED EXPERIENCE, KNOWLEDGE & COMPETENCIES:

- Degree in a directly related discipline such as gender studies, political science, communications, adult education, or an equivalent combination of education and volunteer experience.

- A minimum of three (3) years' work experience in campaigning and advocacy programming including demonstrated skills in the design and delivery of media, educational and advocacy campaigns.
- Excellent verbal and written communication skills in English.
- Ability to communicate complex issues in plain language.
- Demonstrated experience in program development and grant writing.
- Experience working on lead generation an asset.
- Highly developed interpersonal skills.
- Commitment to and knowledge of anti-oppression, equity in education, and issues related to 2SLGBTQ+ rights in Canada
- A thorough understanding of 2SLGBTQ+ rights issues in Canada, and issues related to equity in education as well as CCGSD's mission.
- Experience building and maintaining civil society alliances and networks.
- Proven success collaborating with multiple stakeholders in program planning and delivery.
- Commitment to and knowledge of anti-oppression and issues related to 2SLGBTQ+ rights
- Ability to travel within Canada and internationally is required.

ABOUT YOU:

You are interested in this role because you are excited about the changing landscape of 2SLGBTQ+ advocacy in Canada and want to ensure issues impacting youth are centred at decision making tables. You are dedicated to social justice, anti-oppression, and 2SLGBTQ+ rights. As an experienced campaigner, you can use creative public stunts and powerful messaging to inspire supporters to take action on important causes. You know how to meet people where they are at and have no issue speaking with policymakers or youth about complex social issues. You know the fight for 2SLGBTQ+ liberation is meaningless without solidarity across movements and are eager to bring those connections to your role at CCGSD.

**** MUST be eligible to work in Canada ****

TO APPLY, please submit a resume and cover letter to recruitment@ccgsd-ccdgs.org, with the subject line: **Advocacy and Campaigns Coordinator**.

The application deadline is **April 4th, 2022, at 11:59 PM (EST)**

CCGSD promotes feminist and anti-oppression principles. We encourage applications from women and gender diverse people of all races, ethnic origins, religions, abilities and sexual orientations. *If you are invited to continue the selection process, please notify us as soon as possible of any particular adaptive measures you might require.*

For additional career opportunities with CCGSD, please visit <https://ccgsd-ccdgs.org/careers/>

We welcome you to join the movement to end discrimination – sign up for news and updates today: <https://ccgsd-ccdgs.org/newsletter/>