



## Communications and Social Media Coordinator

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**Title:** Communications and Social Media 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](http://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:**

Working with other CCGSD staff, the Communications and Social Media Coordinator is responsible for the everyday communications activities for the organization with a focus on our program's promotion. Working closely with the Communications & Advocacy Department, the Coordinator will also develop engaging social media content focused on our advocacy initiatives and engaging various audiences through storytelling.

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

**The Communications and Social Media Coordinator will contribute to achieving organizational goals and objectives through the following:**

#### **Communications (Planning, Implementation, and Monitoring)**

- Coordinate the design, production, translation, printing and publishing of communications and graphic design products.
- Draft and proofread communications products for internal and external audiences.

- Assist members of Communications and Advocacy and the Programs Department to create, calendar, post, and monitor social media content promoting announcements, programs and advocacy opportunities.
- Assist in setting and ensuring key performance indicators (KPIs) are met and create internal reports on fulfilment of goals.
- Regularly monitor and analyze identifying opportunities to strengthen online presence to meet our goals.
- Assist in the development of content for advocacy campaigns, themed days, and public engagement events.

### **Media and Publications**

- Assist the Executive Director and Communications & Advocacy team to create op-ed articles, advocacy statements, and press releases.
- Monitor and distribute media mentions and published work of CCGSD.
- Coordinate the development, layout and design of soft and hard copy publications, including the Annual Report, reports, and outreach materials.

### **Communications Administrative Support**

- Assist with the development of content and monitoring of the CCGSD website with support from contractors.
- Assist with email communication supports including a monthly newsletter to supports and e-blasts.
- Support to the conversion of existing supporter email list to new customer relations management (CRM) system.
- Perform other communications-related administrative tasks when assigned.

### **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.

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### **REQUIRED EXPERIENCE, KNOWLEDGE & COMPETENCIES:**

- Combination of education and/or work/volunteer experience in communications, marketing, fundraising or related field
- Excellent writing, analytic, and verbal/presentation skills with the ability to summarize information and connect with a variety of audiences (2SLGBTQ+ youth, educators, service providers, donors, media, volunteers)
- Experience developing and coordinating content for different communication mediums utilizing content management systems (eg: social media, e-Newsletters, websites etc.)
- Fluent or ability to adapt to using Google Suite, Constant Contact, Canva, Hootsuite
- Ability to communicate effectively, and promptly, with diverse audiences having differing levels of knowledge.

- Commitment to and knowledge of anti-oppression, equity in education, and issues related to 2SLGBTQ+ rights in Canada
- Bilingualism (FR/EN) is a strong asset.
- A thorough understanding of 2SLGBTQ+ rights issues in Canada, and issues related to equity in education as well as CCGSD's mission.

## **ABOUT YOU:**

You are interested in this role because the power of story-telling to create change for 2SLGBTQ+ youth matters to you. You are dedicated to social justice, anti-oppression, and 2SLGBTQ+ rights. You love supporting educating the public on these issues through creative campaigns and resources. Whether it's copyediting, writing, or graphic design, you are comfortable working on multiple projects at once. You are highly organized, motivated, and believe we can make a difference in the lives of youth across the country.

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

**TO APPLY**, please submit a resume and cover letter to [recruitment@ccgsd-ccdgs.org](mailto:recruitment@ccgsd-ccdgs.org), with the subject line: **Communications and Social Media Coordinator**.

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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/>