

## Communications Officer

Reporting to the Executive Director, the incumbent will be a creative and unifying individual, known for his/her strategic sense, leadership, management skills, knowledge network, and insight to ensure the direction of communications and marketing. The incumbent will be responsible for the development and implementation of the communications, marketing and public relations strategy.

### Responsibilities

- Develop, write and edit marketing and communications materials, including press releases, blog posts and social media content
- Promote communications and marketing materials through appropriate social media and other channels
- Track analytics and create reports detailing successes and failures of communications campaigns
- Ensure that all communications and marketing material aligns with EWC brand standards
- Maintain digital media archives including photos and videos
- Work with communications team members to conceptualize and implement communications strategies and campaigns
- Respond to media inquiries and perform media outreach

### Qualifications

- 2+ years prior experience in a communications or marketing role
- Understand the best practices of main social media channels including Facebook, Twitter, Instagram, etc.
- Must possess exceptional writing skills and be able to compose engaging and accurate content
- Bilingualism (English and French – **fluent in both languages**) is required
- Superior time management skills and the ability to juggle multiple projects simultaneously
- Knowledge of Adobe PhotoShop and InDesign is definitely an asset
- Understanding of communications, public relations and marketing best practices
- Ability to think strategically and identify ways to improve communication efforts
- Must be resourceful and take initiative even when given minimal direction
- Post-secondary education in communications/marketing (certificate or bachelor's degree)