

Job Posting – Communications Specialist

Purpose:

Reporting to the Director of Development, the Communications Specialist is to develop and execute day-to-day communications (internal and external) and public relations activities aligned with our marketing and communications strategies. In this role, you will create and drive coordinated communications plans - developing content to support them. As a key member of the development team, you will also be integral to the management and execution of media relations and social media, both proactive and reactive. Utilizing your strong interpersonal and collaboration skills, you will work closely with internal teams (development, operations, network relations & administration) and external resources (media, donors, community partners, influencers) on a regular basis.

Duties & Responsibilities

- Develop and edit a variety of communications content for external communication, fundraising pitches and internal channels; includes website copy, marketing materials (online, print), internal communication (volunteers, employee, agency partners), news releases, media pitches, and social content (social media posts, blogs)
- Develop integrated communication and media plans to support special events, projects and fundraising activities - working with internal teams as needed to ensure effective execution
- Create a robust story bank to support integrated plans
- Maintain website
- Maintain and execute the media relations program; includes developing targeted media lists and managing the media relationships, both proactively and reactively
- Secure and execute news media opportunities, coordinating with partners, donors, volunteers and internal spokesperson(s); sufficiently prepare spokesperson(s) for interviews, including briefing materials
- Develop and maintain a social media content strategy for organizations social accounts to build and strengthen brand engagement online among key stakeholder communities
- Monitor all platforms, media and external environment – potential issues – create crisis communication hot sheets – work with management team to mitigate/resolve any issues
- Advocacy – research and compilation of reports to explain statistics, community impact and advocate
- Assist in the development of strategies to activate and guide organization subject matter experts on social channels to build relationships with relevant social media influencers and participate in targeted communities
- Assist with maintaining and evolving organizational messaging and creating a consistent voice internally and externally
- Track and measure PR activities to maximize the value of PR engagement and content to the organization
- Positively represent The Food Bank and its brand, mission and values to all external stakeholders and employees

- Source advertising opportunities and placing adverts in the press - local, regional, national and specialist publications

This job is right for you if:

- You understand that content and information are just as important as the format in which the information is delivered. As such, you are equally excited and knowledgeable about new media communication techniques and how they can be appropriately incorporated into marketing and communications plans that also rely on more traditional techniques;
- You are excited to apply your creativity to promote The Food Bank and educate the community about hunger and food security issues as well as promotion of events, programs and communications to support fundraising initiatives;
- You are a great writer and have the ability to adapt to different voices and audiences
- You comfortable navigating organizational structure and working with internal and external stakeholders to ensure successful completion projects;
- You are confident that your project management skills will help you to manage competing priorities;
- You have the ability to work within tight deadlines and under pressure while being focused on the task at hand;
- You are a proactive and strong team player able to interact across organizational levels to support business goals;
- You understand that there may be other duties as assigned and are comfortable going with the flow to meet organizational needs.

Qualifications:

- Bachelor's degree in Public Relations, Journalism, English, Marketing, Communications or related field; or equivalent work experience (Integrated marketing communication education and experience is an asset)
- 3+ years of communications experience in an agency and/or corporate setting
- Self-starter with strong business curiosity and an intrinsic desire to continually learn and grow
- Excellent verbal and written skills (please submit writing samples along with resume/application) for engaging a range of audiences - internal, media, prospects, customers, industry partners, community partners, donors. - across a variety of formats - blogs, news releases, social media, etc.
- A strategic and proactive thinker with proven tactical execution capabilities
- Able to take data and anecdotal stories and develop it into engaging content that is both easily understood and relevant to the success of the organization
- Demonstrated success in managing and executing PR tactics - news releases, media placements , social media content and strategy
- Ability to efficiently develop and edit content for internal and external communications and fundraising tools – should work at an above average pace with a high level of accuracy and engagement
- Skilled in tracking, measuring and reporting PR metrics
- Photography skills are an asset
- Understanding of the principles of spokesperson training (media, digital, public presentations)

Time Requirements

The Food Bank's regular office hours are Monday – Friday 8:30am – 4:30pm.

It is understood that all team members are often required to work irregular hours to ensure that the objectives of the organization and our commitments to volunteers, members and the community are being met.

The Food Bank of Waterloo Region provides employees with a flexible and progressive benefit package which accommodates for hours worked above and beyond and strives to address the personal time needs of each employee.

Physical Requirements

- Sitting for periods of time
- Computer use at a desk
- Continuous visual effort (computer)
- Reading and inputting data
- Some lifting - moving things in and out of vehicles/buildings
- Local travel

To apply please forward your resume and cover letter indicating salary expectations no later than January 31, 2018 to:

**Human Resources - The Food Bank of Waterloo Region
50 Alpine Court
Kitchener, ON N2E 2M7
hr@thefoodbank.ca**

No telephone calls, please.

Only those candidates selected for interviews will be contacted.