



## Communications Coordinator

### Job Description

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| <b>Responsible to:</b>  | <b>Executive Director</b>   |
| <b>Starting Salary:</b> | <b>\$55,000 - \$60,000 per year</b>                                       |
| <b>Hours:</b>           | Full-time: 37.5 hours per week (M-F 9:00 am to 4:30 pm; with flexibility) |
| <b>Start date:</b>      | As soon as possible   |

The Multicultural Council of Saskatchewan (MCoS), a non-profit provincial organization has a career opportunity for a strong communications generalist. The candidate for the position of Communications Coordinator will lead the development of communications plan, execute, strengthen relationships with media, increase profile and understanding of multiculturalism throughout the province, develop a wide array of communication materials, oversight of social media and website, deepen engagement with the multicultural community, and support the communication needs of other project coordinators.

#### **Responsibilities:**

The Communications Coordinator is responsible for coordinating the organization's communication efforts, internally and externally, based on an overarching communications strategy that aligns with the organization's mandate, strategic and operational plans. The Communications Coordinator plays a central role in establishing, strengthening and promoting MCoS' public image and key messages in order to achieve the Ends as defined by the Board of Directors. The Communications Coordinator reports and is responsible to the Executive Director, and works in accordance with the policies of the organization.

The Communications Coordinator will work both independently and collaboratively to be responsible for:

- Developing and implementing annual or multi-year communications strategies, in conjunction with Executive Director;
- Internal and external communications and campaigns designed to reach target groups with key messages associated with the overarching plans of MCoS;
- Providing communications and stakeholder relations advice for membership activities;
- Developing, coordinating and maintaining a series of tools designed to effectively deliver various MCoS communication messages to target groups as required. Tools may include, but are not limited to: newsletters, brochures, publications (electronic/print), website, digital, advertising (print, web, television, radio and other), media advisories, news releases, stories, and surveys;
- Supervising the Communication Specialist and Administrative Assistant in communications roles related to newsletter, website, social media, and production of tools;
- Basic graphic design with knowledge of Adobe Creative Suite and Adobe Premiere Elements;
- Website and digital content management - WordPress, Hootsuite, YouTube, Facebook, Twitter, Instagram, and LinkedIn;
- Tracking and monitoring media coverage related to all MCoS activities;
- Coordinating and ensuring communication consistency among membership and partnership across all channels;
- Developing and implementing communication campaigns to promote MCoS' fundraising activities, including but not limited to, the annual promotion of the Multifaith calendar;

- Supporting MCoS' advocacy role through research and development of advocacy tools designed to build awareness of the benefits of multiculturalism in the province;
- Building and strengthening relationships with all MCoS stakeholder groups (such as businesses, multicultural community groups, educational institutions, and government representatives);
- Branding: a strong custodian of maintaining the visual identity and branding of MCoS communication materials;
- Sourcing outside agencies and suppliers, through Request for Proposals and contracts, to support communication requirements and effectively managing the resulting contracts;
- Preparing and submitting campaign, project reports, and annual budgets to the Executive Director;
- Evaluating communication outcomes on a regular basis to provide input into impact assessment and future planning;
- Other duties as assigned by the Executive Director.

### **Knowledge, Skills, Abilities, and Requirements:**

- A degree in communications, journalism, public relations, or marketing; or a combination of formal schooling, self-education, prior experience and on-the-job training;
- Three or more years of demonstrated communications experience - particularly experience in non-profit or community-based organizations is an asset;
- Outstanding written and verbal communication skills with the ability write, proofread, and edit website and digital content, speeches, stories, reports, presentations, annual reports, etc.;
- Excellent computer skills (Microsoft Office: Outlook, Word, Excel, PowerPoint, Office 365);
- Strong Media Relations skills - interviews, messaging, relationship building, and tracking;
- Advertising and promotion - create or outsource creative, media buying, and measurement using print, video, television, radio, digital, billboard, location signs, and social media;
- Advocacy - experience in non-profit or community-based organizations, social issues, community mobilization, campaigns, messaging, and measurement;
- Strong organizational skills and a commitment to professionalism, including the ability to multi-task, managing timelines and multiple deadlines;
- Excellent interpersonal and cross-cultural communication skills with demonstrated welcoming, respectful approach to interactions;
- Independent, energetic, analytical, self-starting and responsible worker, driven by successful, punctual and quality outcomes;
- Familiarity with the multicultural community, the issues it faces, anti-racism and the benefits of diversity is a significant asset;
- Demonstrate a proven track record of working harmoniously within teams;
- Have the ability to travel in Saskatchewan from time to time, and have a valid driver's licence;
- Be willing to work occasional evenings and weekends.

### **Application Process:**

In order to have Communications Coordinator starting by the end of August (if possible), timelines are short. Please email your application (subject line: Communications Coordinator position) to Rhonda Rosenberg, Executive Director, at [hr@mcos.ca](mailto:hr@mcos.ca) by **12:00 p.m. on Friday, September 17, 2021**.

We will only contact shortlisted applicants for interviews. The interview process will include an experiential assignment.

Include the following in your application:

- 1) Cover letter and resume clearly outlining how you meet the education, experience, knowledge, skills, abilities, and requirements for this position.
- 2) Portfolio with the following examples: campaign or project plan, news release, media advisory, speech, talking points, article, and creative that you have designed (poster, website graphic, etc.).
- 3) Three professional references (ensure they are ready and available to be contacted by email)

**Only candidates currently living in and legally entitled to work in Canada will be considered.**