

Job Posting

Position: Specialist, Communications/Marketing (GCWCC)

Reports to: National Director, GCWCC

Language Requirement: Bilingual (English and French) - Imperative

Location: Ottawa

Posting Date: June 30, 2021

Reply Deadline: July 23, 2021 (inclusively)

Reply to: careers@unitedway.ca

Job Profile

United Way Centraide (UWC) is Canada's leading network of local community builders empowering people to make lasting social change in their community. With a presence across Canada, serving over 5000 communities, our federated network of local United Ways and Centraides tackle the important social issues of poverty and social exclusion in their communities. Our vision is that everyone in every community has the opportunity to reach their full potential. United Way Centraide Canada (UWCC) is the national office that provides leadership and services to UWC members across the country.

UWCC is looking for a dynamic communications/marketing professional to join the Government of Canada Workplace Charitable Campaign (GCWCC) National Office team. The GCWCC operates Canada-wide and gives over 300,000 federal public service employees and over 370 000 retirees the opportunity to support a cause they care about.

Responsibilities

Reporting to the National Director GCWCC, the incumbent is responsible for identifying communications and marketing needs and opportunities, developing and proposing strategies that are in line with those needs, opportunities and the GCWCC philanthropic strategies, and producing, implementing, and evaluating the corresponding communications/marketing tools.

- Develops, plans, implements, and analyzes communication and marketing strategies to raise awareness about the GCWCC among Government of Canada employees and retirees across Canada within the strategic orientations, budgets and timelines set by the GCWCC National Office.
- In conjunction with the National Office, participates in the deployment and analysis of the annual employee campaign and the public service retiree direct mail campaign.
- Assists in drafting various communications, including but not limited to newsletters, presentations, letters, impact stories, publications, etc.
- Develops and produces communication and promotional tools, both print (posters, donation forms, etc.) and electronic (infographics, videos, emails, social media, website, etc.).
- Supervises and coordinates the work of various external partners (graphic designers, revisers, translators, printers, etc.) as required.
- Monitors the use of best marketing practices by campaign teams across the country.
- Other duties as may be required within the scope of these responsibilities.

Contacts

- **Internal:** National Director, Senior Manager, UWCC, GCWCC Local Managers and internal parties as required
- **External:** GCWCC National Chair's Team, Named recipients, Vendors and suppliers certain Government instances as required and other related parties if needed

Qualifications

Education & Experience

- Undergraduate degree in communications, marketing, digital marketing, interactive communication, or a related discipline.
- Minimum of five (5) years' experience in a similar position.
- Experience in developing and applying communication and/or marketing strategies.
- Experience in content production and graphic production coordination (both digital and print production).

Skills & Knowledge:

- Excellent writing skills in both English and French.
- Ability to manage multiple concurrent projects with competing deadlines and work under pressure.
- Autonomy, organization, and ability to manage priorities.
- Ability to adapt to and navigate change.
- Interest in and understanding of government policy and processes.
- Appreciation of the high level of confidentiality of sensitive data and outstanding sense of moral integrity and ethics.
- Assets: knowledge of Mailchimp, WordPress, Google Analytics, InDesign and SEO best practices.
- Good knowledge of social media (Twitter, Facebook, Instagram, LinkedIn) in terms of content, posting, moderation and results analysis.

Location

- Located at UWCC's national office in downtown Ottawa. Works in an office space and may work from remote locations at times.
- Flexibility to work evenings and weekends, as necessary.

DIVERSITY, EQUITY, AND INCLUSION

United Way Centraide Canada hires based on merit and is strongly committed to diversity and equity within its community and to providing a welcoming and inclusive workplace. It especially welcomes applications from Black, Indigenous and People of Colour, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

Please send your cover letter and résumé in confidence to: careers@unitedway.ca.