



ActionDignity is a capacity builder and convener, working with ethnocultural, racialized, and equity seeking groups to create transformational changes in our communities and society.

Job Posting No. 2022-12

Position Title: **Communications Assistant**

Reports To: **HR & Admin Coordinator**

Direct Reports: **None**

Position Summary:

This position is responsible for supporting strategies that increase ActionDignity's visibility to diverse audiences. This includes, but not limited to, contributing to the design, development and dissemination of materials, ensuring branding compliance, managing media relations, and overseeing ActionDignity's website and social media platforms.

This is a full-time position of 37.5 hours per week with a benefit package. The job requires occasional flexible time commitment.

Key responsibilities:

Visual Design & Marketing

- Support staff in designing and editing materials for a range of audiences and contexts, including annual reports, research reports, briefs, toolkits, training curricula.
- Ensure branding and style compliance across all materials.
- Develop and deploy a strategic communications plan in collaboration with the Operations Manager, including but not limited to conceptualizing and deploying crowdfunding campaigns, community social media campaigns, newsletters, sponsorship packages, invitations, letters, cards, etc.

Digital Engagement

- Manage and regularly update website content at www.actiondignity.org
- Create, edit and post creative content for social media platforms and manage regular audience engagement (Twitter, LinkedIn, Facebook, Instagram)
- Regularly monitor website and social media metrics and analyze monthly
- Curate, write and send bi-monthly eNewsletters and other direct communication with members.
- Maintain a collection of photos, graphics, icons, infographics, videos/ video clips to use in various digital content.
- Provide event support via day-of social media coverage



Media Relations

- Develop and implement media strategies that advance ActionDignity's visibility
- Coordinate responses to incoming media inquiries, review of press releases, and relevant news coverage monitoring.

Others

- Serve as a brand ambassador to effectively communicate ActionDignity's commitment to its mission
- Perform other administrative and general support functions as required

Qualifications:

- Post-secondary degree or diploma in communications, marketing, business, or related field along with 3-4 years experience in these areas
- Strong aptitude and interest in working with various digital platforms including Canva, Eventbrite, Zoom, MailChimp, Twitter, Facebook, LinkedIn and Instagram
- Experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop); presentation design and visual communications collateral creation a plus
- Strong writing and copy-editing skills; ability to communicate clearly and effectively
- Fund development experience an asset
- Excellent organization and time management skills, including ability to juggle multiple tasks and respond rapidly to new events and competing priorities
- Resourceful, detail oriented, self-motivated and comfortable working in a small, collaborative team environment
- Excellence in all MS Office Applications, particularly Word and PowerPoint.
- Strong cross-cultural and interpersonal skills
- Experience in not-for-profit is an asset
- Open to occasional flexible work hours

Kindly submit link to portfolio, along with cover letter and resume, to **jobs@actiondignity.org** and specify **Job Posting No. 2022-12** on the subject line.

The posting will remain open until July 17, 2022 or until we find a suitable candidate. We thank all applicants for their interest, however, only those being considered for interview will be contacted. Thank you.

