Victoria Women's Transition House
COMMUNICATIONS MANAGER, Victoria BC
28-Hours per week with a generous benefits package

Helping Women and Children in our Community
Established in 1975, Victoria Women's Transition House (VWTH) is an inspirational workplace, working to support women and their children fleeing intimate partner violence and abuse. We operate an 18-bed emergency shelter, a third-stage housing program and counselling outreach for older women and a variety of counselling and support programs for women with specialized programs for older women and for children who witness abuse. Each year we support thousands of women and hundreds of children and youth.

VWTH is a diverse non-profit, committed to treating clients and staff with respect; offering competitive compensation and benefits; and supporting a healthy work/life balance.

Communications Manager - Job Summary
Working with a team, the Communications Manager will enhance the profile of Victoria Women's Transitions House (VWTH) and support the fundraising and community awareness efforts of VWTH. The Communications Manager is responsible for marketing and communications for the organization including writing; editing; social media and website content creation, management and optimization; special event assistance and other tasks as assigned. The Communications Manager is a member of the VWTH Leadership Team, works closely with the Program Managers and reports to the Development and Communications Director.

KEY DUTIES AND RESPONSIBILITIES

1. **Marketing/Communications**

- With the Development and Communications Director, develop an annual marketing and communications strategy
- Execute the marketing and communications strategy and key initiatives
- Write marketing and communications materials including newsletters, monthly E-News copy, brochure copy, infographics, website text, blogs, annual reports, promotional pieces, articles, thank-you letters, op-ed pieces,
- Design, review and edit program materials based on VWTH communications brand guidelines
- Oversee and manage VWTH social media platforms , including special awareness series and campaigns
- Analyze and report on VWTH digital analytics with recommendations for optimization
- Oversee and update VWTH website
- Assist with writing VWTH marketing materials and preparing presentations
- Place any VWTH advertising as required

2. **Direct Mail Campaigns**

- Write solicitation letter and accompanying newsletter or other support pieces, as needed
- Collaborate with Development and Communications Manager to provide social media support of campaigns

3. **Special Events**

- Track, support and develop awareness campaigns for internal/external events and projects
- Support and assist with VWTH third-party events including donor appreciation events
- Collaborate and build rapport with third-party organizers and community-based organizations, as appropriate
- Write any support materials required including marketing, auction catalogue, programs and speeches
- Assist on site as needed

4. **Leadership Team –** As a member of the Leadership Team, attend and participate in meetings as required.

5. **Other –** When required, undertake other duties and special projects as required, where appropriate and as time permits.

QUALIFICATIONS

University degree in a discipline related to the position is essential plus two to four years of experience working in communications or marketing for a non-profit organization.

TRAINING AND EXPERIENCE

Experience in writing and editing for newsletters, social media, advertorials, website etc.; strong social media skills including analytics and optimization; special event oversight. Administrative skills and senior computer skills are required including Outlook, Excel, Word, Canva etc. Additional digital media/video skills are desirable. This position requires an understanding of the issues of violence and abuse against women and children and a commitment to a feminist perspective.

ESSENTIAL KNOWLEDGE

- Demonstrated experience writing and editing newsletters, articles, blogs, reports and using online marketing platforms, e.g., Constant Contact

- Demonstrated experience working in communications, social media, marketing, public relations and/or advertising
- Experience with content management systems such as Wordpress
- Demonstrated experience with social media (Facebook, Twitter, LinkedIn, Instagram etc) and media management tools, e.g., Hootsuite
- Special event oversight experience
- Understanding of fundraising

JOB SKILLS AND ABILITIES

- Superior writing skills
- Superior strategic, organizational, supervisory and communication skills
- Ability to take initiative, manage multiple and diverse projects and deadlines
- Work well under pressure; comfortable working both independently and as part of a team
- Skill in handling sensitive topics while maintaining confidentiality
- Skill and experience in working with Board and other volunteers
- Superior presentation skills

ADDITIONAL INFORMATION

- The Communications Manager is required to maintain confidentiality regarding organizational operations, fiscal management and donor and client information
- Valid driver's license and use of own vehicle is required
- Scheduling flexibility, including evening and weekend work, is required

TO APPLY

Please submit cover letter with resume to: susanh@vwth.bc.ca
Attn: Susan K.E. Howard, Development and Communications Director
Applications reviewed as received. Please apply early!

Victoria Women's Transition House is committed to recruiting a diverse workforce that represents the communities we serve, while encompassing the principles of equity, inclusion and diversity. We encourage applications from persons of color, Indigenous Peoples, persons with disabilities, people of all gender expressions and sexual orientations.

If you require an accommodation in order to participate in the recruitment process, please connect with our Human Resources Manager, at 250.592.2927 Ext. 224 for follow-up.

It is with much respect to the Lkwungen and SENĆOŦEN speaking peoples of the W̱SÁNEĆ, Esquimalt, and Songhees Nations, on whose traditional territories the Victoria Women's Transition House Society is located, that we make this acknowledgement with the expressed shared hope to live in communities free of intimate partner violence.

June 2022