

## **Organization Description**

The Organization for the Prevention of Violence is an Edmonton-based non-profit devoted to countering and preventing hate-motivated violence. As an organization, we conduct research, deliver training, and operate a human-service led individual support program, called Evolve.

## **Position Description**

The Marketing and Communications Advisor will work closely with the Executive Director to plan and develop a communications and marketing strategy which showcases the OPV's research products and programming. The main duties of this role are to increase awareness of OPV's products and services, bolster the amount and quality of our web-based content on our social media platforms and website, organizing training sessions, and ensure written products are error-free and visually appealing.

The successful candidate will have strong written communications skills as well as experience with social media and website content creation. Experience or interest in organizing training events is also desirable.

A candidate with an interest or background in non-profit work would be preferred, although we are open to hearing from those with different experiences that feel they have the skills to succeed in the role.

We are committed to fostering an inclusive working environment where diversity is celebrated and respected at all levels within the organization, and we strive to represent the diverse communities that we serve. We encourage applications from all persons.

## **Responsibilities**

### **Strategic Initiatives & Development**

1. Participate with The Board and the Executive Director in developing a marketing and communications strategy that supports the vision of the organization.
2. Provide support to the Board by working with the ED, Secretary, and Treasurer in preparing meeting agendas and supporting materials.
3. Work with the Executive Director & Finance Coordinator on managing the budget for marketing & communications.
4. As required, support the Executive Director and other members of the OPV in identifying and applying for various funding opportunities.

### **Marketing and Communications**

1. Prepare and finalize written products for release. This will include editing, formatting the layout and design of annual reports, research reports, and other material.
2. Manage the upkeep of the OPV's web presence. This includes writing blog posts, tweaking existing plugins and content, etc.
3. Develop and implement social media strategy; write and post content.
4. Copywriting of email marketing, oversee the development of a quarterly newsletter.
5. Coordinate videography and special projects.
6. Coordinate with external graphic designers to maintain and update the OPV's visual brand.

### **Skills & Experience:**

1. Experience of creating and managing content across social media platforms, including producing high quality written and visual content. We hope to find a candidate with 3+ years experience but are open to

applications from individuals who have developed the required skills through a mix of employment, course work and/or volunteer experience.

2. A flair for storytelling and understanding what content appeals to different audiences. Experience in marketing human-service programs would be preferable.
3. Experience in website management and email marketing, familiarity with Mailchimp is preferred.
4. Experience as an editor or editing is considered an asset.
5. Comfortable working on a variety of projects simultaneously, some of which will have evolving timelines.
6. Flexible and adaptable in working with a variety of government and community stakeholders.
7. Excellent organization and attention to detail.
8. Excellent interpersonal and communication skills.
9. Ability to work independently, with minimal supervision, and demonstrate creative initiative.

We appreciate that the best person might not have all the listed criteria yet, so if you feel your passion and unique experience still qualify you, we encourage you to apply.

### **Desired Software Skills**

1. Office 365 Suite
2. Adobe Suite (InDesign, Elements, Photoshop)
3. Wordpress Websites (Elementor)
4. Corporate Facebook / Twitter / LinkedIn pages
5. Mailchimp

### **Educational Requirements**

1. Post-secondary education (diploma or degree) in design, public relations, communications, English, or a related field

### **Salary and Term**

Salary Range: \$31.50 - \$37.50 / hour, for between 12 & 15 hours per week.

Term of Appointment: Initial six-month contract, strong possibility of extension.

### **Work Location & Hours of Work**

1. Preference for someone located in Edmonton, Alberta but open to remote work for the right candidate.
2. Hours of work are flexible, and our main priority is to find someone who will excel in this position. Some daytime availability is strongly preferred but work could be completed on evenings & weekends, as well.

### **How to Apply**

Please send your resume, a brief cover letter and a sample of your marketing/communications work to [admin@preventviolence.ca](mailto:admin@preventviolence.ca). Samples of your work on corporate social media and written products are encouraged.

### **Deadline**

Applications will be accepted until July 30<sup>th</sup> at 11:59 PM Mountain Time.