

## Job Posting: **Communications Coordinator**

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### **Qualifications**

- Post-Secondary education in the areas of Public Relations, Journalism, Media Relations, Marketing or Communications
  - Minimum 2 years' experience working in Marketing and Communications in a leadership role
  - Demonstrated knowledge of the community in Hamilton and key stakeholders in IWC's work
  - Advanced writing skills in English; demonstrated skills and experience writing for PR, social media and/or journalism
  - Direct experience with media relations and communications/marketing plan development
  - Ability to work independently, identify and respond to communication needs in a timely and effective manner
  - A demonstrated commitment to social justice and equity, and working towards the elimination of barriers to social, economic and civic participation for newcomers
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#### **Required Skills:**

- Writing and Editing
- Graphic Design
- Adobe Creative Suite
- DSLR Photography

#### **Additional Skills:**

- Video editing
  - Final Cut Pro
  - WordPress
  - Social Media
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### **Duties and Responsibilities**

1. Perform all activities aimed at meeting the following **Marketing Communications goals:**
  - (i) Increase awareness of the Centre and its services among newcomers to Canada, local employers and the general public.
  - (ii) Promote IWC programs and services to target clients, outreach to engage newcomers who have not yet accessed IWC's services.
  - (iii) Enhance the Centre's awareness-raising efforts on issues important to newcomers.
  - (iv) Encourage Hamilton and area residents to do more to connect with, engage and support newcomers to Canada.
  - (v) Communicate positive images of newcomers in Hamilton to the general public
2. **Content Production:** Through writing, photography, and video create engaging and inspiring content that promotes a positive image of newcomers in Hamilton as well as provides relevant information on key topics for immigrants living in Hamilton.
3. **Graphic design:** Perform all graphic design activities for promotional materials for print, social media and webpage use.
4. **Social Media:** Manage Social Media channels including Instagram, Twitter, Facebook, and Youtube to ensure organizational awareness to the wider Hamilton community. Promote programs and services to potential clients, clients, and community referral agencies

5. **Media Relations:** Participate in the coordination media relations, identifying key opportunities to engage the media and build relationships with key media representatives in order to increase coverage of the Centre's activities and successes.
6. **Outreach:** Identify opportunities to increase the Centre's public relations through displays at local events; manage related administrative details and represent the Centre at such events as required.

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## **How to apply:**

Applications packages should include the following:

- Cover letter
- Resume
- Writing sample
- Graphic design portfolio link or pdf

IWC Hiring Committee at [IWChiring@IWChamilton.ca](mailto:IWChiring@IWChamilton.ca)

**Application Deadline: Monday September 3, 2018 at 11:59 pm**

***IWC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.***