

**Job Posting:**

**Communications Coordinator - Multimedia Specialist**

Part-time position – 3 days/week

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**Qualifications**

- Post-Secondary education in the areas of Public Relations, Media Relations, Marketing or Communications
  - Minimum 3 years experience working in Marketing and Communications
  - Demonstrated knowledge of the community in Hamilton and key stakeholders in the Centre's work
  - Advanced writing and multimedia production skills
  - Demonstrated skills in writing for a variety of audiences and media including websites, and journalism
  - Proven success in social media management with specialization in Instagram, Facebook, Twitter and Youtube
  - Direct experience with media relations and communications/marketing plan development
  - Excellent verbal and written English communication skills.
  - 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 (print and web)
  - Graphic Design
  - Video Editing
  - Adobe Design Suite
  - Final Cut Pro
  - DSLR Photography
  - 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. **Unpack Magazine:** Produce articles, infographics, and photo stories for IWC's online magazine. Manage and expand the Unpack Magazine online presence including updating website content on a WordPress platform and promoting content through social media channels. Send a monthly e-newsletter with story highlights to subscribers.
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. **Social-Enterprise:** Support the centre's social enterprise endeavors including but not limited to the International Marketplace and Ladida skincare products. Promote artisans, entrepreneurs and products through communications channels with unique and professional content.
6. **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.
7. **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:

Send a resume, cover letter, writing sample and design portfolio link or pdf to:

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

**Application Deadline: Wednesday September 20, 2017 at 5:00 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.***