

Job Posting: Communications Coordinator (Junior)

Required Qualifications

- Experience and Training in Graphic Design. **Applicants are required to submit a link to their design portfolio or attachments with sample work.**
- Post-Secondary education in a relevant field. Certificate in Public Relations, Media Relations, Marketing or Communications is preferred.
- 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, website, social media and/or journalism
- Direct experience developing and implementing communications strategies and tactics
- 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

Required Skills:

- Writing and Editing
- Graphic Design
- Social Media

Additional Skills:

- Video editing
- DSLR Photography
- WordPress

Duties and Responsibilities

1. Perform 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. **Website development:** Work with the Communications team to enhance and update the website, creating effective graphics that align with brand identity, content and streamlining of navigation. Participate in technical aspects of web development as required.
3. **Graphic design:** Perform all graphic design activities for promotional materials for print, social media and webpage use.
4. **Video and photography:** Create visual content for IWC's social media and to document activities, events and achievements. Collaborate with the Manager of Communications to identify opportunities to capture and share events and stories to promote IWC's work and the successes of newcomers to Canada.
5. **Social Media:** Collaborate with the Communications Team in the management of Social Media channels including Instagram, Twitter, Facebook, and Youtube to ensure organizational awareness to the wider Hamilton community. Create graphics, photo, and video content to be used across platforms. Promote programs and services to potential clients, clients, and community referral agencies

6. **Media Relations:** Collaborate with the Communications Team 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:** Collaborate with program managers to identify opportunities to increase the Centre's public relations through displays at local events; support staff through the provision of updated printed outreach materials as needed.

How to apply:

Submit a resume, cover letter and digital portfolio to the Hiring Committee via email: IWChiring@IWCHamilton.ca

Application deadline is October 8 at 5:00 pm. Interested applicants are encouraged to submit their application as soon as possible. Interviews may begin before the posting deadline.