



WINNIPEG
HUMANE SOCIETY

Winnipeg Humane Society – Job Posting #2023-10-2

Date:	October 27th, 2023
Position Title:	Communications & Marketing Specialist
Department:	Communications and Marketing
Reports to:	Director Communications & Marketing
Classification:	Non-union
Hours:	Monday to Friday 8am-4pm (some flexibility on start time) Times & days of shifts could vary/change
Start Date:	ASAP

Closing date for Applicants: November 6th, 2023

POSITION SUMMARY:

The role of the Communications & Marketing Specialist is contingent on the priorities set by the Director of Communications & Marketing. Responsibilities will include developing internal and external communications and materials that support the Winnipeg Humane Society's strategic goals. With a strong emphasis on executing social media, other responsibilities include writing/editing internal and external resources/documents, website content, and other special projects as assigned.

Who We Are:

- One of the oldest registered Non-Profit charities in Manitoba funded primarily by donations and events.
- An innovative community service organization committed to protecting animals from suffering, and to promoting their welfare and dignity.
- A team of generous partners, donors, hardworking volunteers and committed staff united in the belief that every animal deserves dignity and love.
- One of the largest and more recognized animal shelter and welfare organizations in Canada.
- Always growing, changing, and adapting to meet the expectations of the community and the needs of Winnipeg's animal population.

RESPONSIBILITIES:

Social Media

- Create content and maintain all WHS social media platforms (Instagram, Facebook, LinkedIn, X, and TikTok) on a daily basis. Content creation includes post text, visuals, and videos formatted to meet the needs of each platform and audience.
- Develop and implement a monthly calendar for all organic social media.
- Assist in the development and implementation of plans for increasing WHS' presence and engagement on social media.
- Monitor social media for relevant/potential posts to increase engagement and influence.
- Advise on social media best practices and trends.
- Assist other WHS departments in creating social content with consistent brand tone and style.
- Develop and execute bi-monthly paid social media campaigns.
- Monitor social media and answer questions where required.
- Assist with analytics gathering, tracking, and reporting as needed by the Director Communications & Marketing.

Internal Communications

- Assist in the production of internal WHS communication materials including the annual report, signage, all-staff emails and updates, and department key messages.
- Develop and implement regular blog content for the WHS website.
- Write, copyedit, proofread, and revise communications content as necessary, in WHS tone and voice.
- Work in consultation with various WHS departments on their annual communication activities, including signage, email marketing, brochures, paid, and other awareness activities.
- Other duties that arise in the day-to-day activities or assigned by the Director of Communications & Marketing.

External Communications & Media Relations

- Creation and distribution of the WHS newsletter three times a year. (spring, winter, and fall).
- Assist in preparing media materials including but not limited to media advisories and backgrounders.
- Write communications summaries after campaigns/public awareness/media events.

ACCOUNTABILITIES

- The role is a non-management role responsible for operational activities and services within the portfolio.
- The incumbent receives general instruction on day-to-day work and receives clear instructions on new assignments.
- Maintain confidentiality on all matters pertaining to the Winnipeg Humane Society.

QUALIFICATIONS & EXPERIENCE:

The following are mandatory qualifications and experience for this role:

- 3-5 years experience in communications related field.
- Experience writing, proofreading, and/or editing.
- Experience working within busy multi-tasked environments.

The following qualifications and experience are desired and would be considered assets:

- Experience working in a non-profit environment.

KNOWLEDGE & SKILLS:

The following are mandatory knowledge and skills for this role:

- Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques.
- High comfort level with social media and digital landscape of communications.
- Proficiency with Canva
- Proficiency with Microsoft Office 365 Suite (Outlook, Word, Power Point and Excel).
- Knowledge of Wordpress Content Management System and/or equivalent website navigation.

The following knowledge and skills are desired and would be considered assets:

- Knowledge of domestic animals, their care and animal welfare issues.

PERSONAL ATTRIBUTES:

- Ability to establish positive working relationships and communicate effectively with internal and external audiences, as well as to successfully navigate work team dynamics.
- Strong sense of commitment and personal dedication.
- Demonstrated growth mindset and ability to problem solve.
- Ability to manage time, prioritize, and complete tasks within allotted deadlines.
- Ability to independently manage multiple tasks in a fast-paced environment.
- Comfort level with frequent change and ability to maintain a positive "can-do" attitude.
- Creative, but also analytical.

Exemplifies Winnipeg Humane Society's Core Values:

- We are and always will be humane
- We sincerely respect each other
- We communicate proactively, and we listen
- We are humble, and we are always willing to accept better and new ideas
- We are committed to transparency and accountability

Participates in creating a thriving Culture of Philanthropy at Winnipeg Humane Society by:

- Being knowledgeable and supportive of WHS programs
- Sharing their passion for service to animals, people, and our community with our guests
- Serving as an inspiration to all guests by providing an exemplary level of animal care and guest service
- Being able to communicate a compelling case for support that demonstrates the impact of philanthropy on Winnipeg Humane Society

Forward your resume and cover letter to:

Attention:

carlyp@winnipeghumanesociety.ca

Please quote the Job Posting Number in your email or cover letter subject line.

NO PHONE CALLS PLEASE

The WHS is committed to providing accessible employment and ensuring that our recruitment, assessment, and selection process is barrier-free. If a candidate requires accommodation during the hiring process, Human Resources Services will work with the individual to meet their needs.

The WHS values diversity and equality in its team. All qualified applicants will receive consideration for employment without regard to race, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

We thank all applicants for their interest, but only those selected for an interview will be contacted. For more information and other employment opportunities, visit <https://winnipeghumanesociety.ca/about-us/careers>