



Marketing and Communications Specialist

Yellow Brick House is a non-profit charitable organization dedicated to providing services to women and children who have experienced violence and abuse. Yellow Brick House provides emergency shelter, crisis support line and community counselling and supportive services to abused women and their children in York Region. Services are provided within a supportive environment that facilitates empowerment to help women and their children rebuild their lives.

POSITION OVERVIEW

This role is responsible for developing marketing campaigns to achieve revenue goals, promoting the integration of awareness, advocacy, and fundraising. In this role, you will be responsible for all the activities related to marketing and communication.

RESPONSIBILITIES

Branding

- Manage and update Yellow Brick House's Brand and Communication Assets (including logos, slide decks, letterheads, and email signatures)
- Approve all internal and external brand material ensuring compliance with the organization's brand guidelines and AODA practices

Marketing

- Create marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Stay current on the latest marketing and design trends
- Create the development and distribution of Yellow Brick House's marketing materials including the annual report, brochures, posters, flyers, impact reports, signature events material, holiday giving material and third-party events material support
- Write content, and design in constant contact monthly e-newsletters and press releases
- Support with the promotion and creation of fundraising and event marketing materials
- Coordinate videographers and photographers to capture videos and photos of Yellow Brick House's campaigns
- Write and produce compelling brand stories, capturing audience attention and raising brand awareness

Public Relations

- Develop and facilitate relationships with media sources to raise awareness around the issue of violence against women and children and of the work of Yellow Brick House and to strengthen community support
- Send out press releases and invite media to various events
- Write statements via social media or press releases for notable news and stories

Communication

- Write statements via social media or press releases for notable news and stories
- Communication scripts, letters to dignitaries
- General communication internal and external

Social Media

- Create engaging content and post on Facebook, LinkedIn, Twitter, and Instagram
- Manage social media pages including engaging with comments and posts, and responding to direct social media messages
- Research and develop new ways, such as contests and promotions, to attract new followers and grow social media presence
- Track monthly KPIs including growth and audience engagement to improve future marketing strategies and campaigns
- Maintain up-to-date knowledge of statistics and issues related to violence and abuse

Website

- Maintain and update the organization web site via WordPress
- Regularly update the career page, program pages and all other pages as required
Work closely with external vendors including hosting platform, website designer, and website translators

Maintenance and Administration:

- Follow the duties and responsibilities specified under the Occupational Health & Safety Act Sections 28
- Ensure adherence to established safety, quality, compliance, and housekeeping standards and participate in the continuous improvement process
- Attends mandatory and development training as required
- Read, understand, and follow agency policies and procedures

Engagement

- Communicate fully and openly with supervision; keeping supervisor fully informed of relevant Board and staff member information
- Active positive participation in regular team meetings
- Maintain a positive approach and a professional manner at all times
- Participates in internal/external committees as required
- Other duties as assigned

PERFORMANCE MEASURES

- Increase in website traffic
- Increase newsletter engagement
- Execute the digital marketing strategy meeting all required milestones
- Effective advertising and branding of Yellow Brick House
- Completion of event and community awareness metrics

QUALIFICATIONS REQUIRED

- Degree/Diploma preferably in marketing, communications, or design.
- 2 - 3 years of professional experience in marketing, communications, or fundraising
- Valid Driver's license and confirmation of \$1M liability insurance
- Some travel required to perform media events.
- Flexible to work some evenings and weekends as events require

SKILLS REQUIRED

- Familiar and comfortable with technology-assisted platforms, specifically Teams, Outlook, Word, Excel, PowerPoint, Google Docs, and other standard platforms.
- Familiarity with WordPress or web design
- Experience using Canva, Spout and/or Adobe Creative Cloud
- Video production and editing are a definite asset
- Demonstrated knowledge and understanding of abuse/violence against women and children

- Experience working in a non-profit environment an asset

CORE COMPETENCIES

- Proven working experience managing successful social media campaigns, and a solid understanding of social marketing
- Leadership skills: proven ability to complete projects successfully and independently, solving problems and making decisions as needed with minimal supervision.
- Proactive self-starter with the ability to work independently, together with the ability to set priorities, solve problems, and be resourceful in a fast-paced environment
- Ability to effectively collaborate in a team environment. Ability to effectively coordinate with other departments to complete projects on time.
- Ability to deliver culturally appropriate services and to work within an anti-oppression framework
- Strong attention to detail
- Strong ability to multi-task and prioritize multiple projects and requests simultaneously, within an intense, deadline-driven environment.
- High degree of diplomacy, discretion, maturity, judgement, and confidentiality.
- Demonstrated excellent written and verbal communication skills.

Yellow Brick House is an equal opportunity employer, and we will accommodate your needs under the Ontario Human Rights Code. Upon individual request, hiring processes will be modified to remove barriers to accommodate those with disabilities. Should any applicant require accommodation through the application, interview or selection processes, please contact the Human Resources Department for assistance.

Please be advised that in order to be eligible for employment at Yellow Brick House, all new hires must have received the full series of a COVID-19 vaccine or combination of COVID-19 vaccines approved by Health Canada (e.g., two doses of a two-dose vaccine series, or one dose of a single-dose vaccine series); AND have received the final dose of the COVID-19 vaccine at least 14 days prior to the hired employee's first date of employment. Medical exemptions or any other kind of requested exemption based upon the Yellow Brick House's obligations pursuant to the Ontario Human Rights Code will be considered on a case-by-case basis.

Please submit your resume to jobs@yellowbrickhouse.org