

Job Opportunity



Why the Y?

The YMCA of Southwestern Ontario is committed to the development of healthy communities. Our locations, programs and services are designed to help our members and participants grow in spirit, mind and body and are open to people of all backgrounds, beliefs, and abilities.

At the YMCA you will feel connected to community when your work positively influences the lives of others in so many ways.

- you will meet new people, while working at one of the most respected human services organizations in the world
- you will expand your knowledge base, where you can flourish in values-based environment.
- you will have career development opportunities where you build a better future for yourself and others.
- you will experience a rewarding job by helping support the building of healthy communities.

The YMCA of Southwestern Ontario is a multi service, non-profit values-based charity that serves Windsor-Essex, Sarnia-Lambton, Chatham-Kent, London, Middlesex-Elgin, Huron-Perth, and Oxford counties. Our services include: Childcare Services, school age programs, camp programs, health and fitness branches, community programs and newcomer services across the region. Our commitment includes a special focus on the region's children and youth. From the kids in our camps and those participating in soccer and swimming lessons, to youth who are new to our communities from around the world, the Y is committed to helping our next generation to grow and thrive, as healthy individuals and passionate future leaders. Y not join the thousands of members, employees and volunteers and share our vision of a healthy community?

Position/Term: Communications Associate, Full-time

Location: Wortley Office, 165 Elmwood Avenue East, London, ON, N6C 0A8
Hybrid office/work from home

Start Date: February 27, 2023

Compensation: to be determined based on experience

Qualifications & Experience:

- BA in english and/or communication studies or related field
- Post-secondary education or experience in public relations
- 3 years marketing and communications experience
- Strong written and verbal communication skills & strong interpersonal skills
- Strong computer skills
- Ability to plan, organize and prioritize work to deal with multiple demands and deadlines
- Comfort with website content management systems and blog writing
- Reliable transportation to facilitate travel between branches required

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- Must provide a current Criminal Record Check with Vulnerable Sector Screening as per the Association's policy
- It is a YMCA of Southwestern Ontario requirement that all employees and volunteers be fully vaccinated against COVID-19. Exemptions will be granted upon receipt of acceptable proof of a permissible Human Rights Code ground. This requirement has been suspended effective June 30, 2022. It may be reinstated in future should the state of public health in our communities require it.

Responsibilities

- Support, execute and follow through of the Association's communications strategy
- Provide support for communications for Association events (i.e., Women of Excellence, Move-A-Thon, Jordan's Run)
- Maintain a current media archives database and ensure it is organized for ease of access
- Maintain a current list of media contacts and tag/organize by geographical areas within association
- Deliver Association messages and information in a consistent form across many mediums:
 - Online (website/social/email), Community Events, Print, Internal relations, Public relations
- Support the communications for association events (i.e., annual community gathering, special celebrations, etc.)
- Support and co-lead ongoing YMCA storytelling project (ie. collection, writing, editing, compiling, organization, etc. of stories)
- Create materials in timely manner with Communications calendar and manage department project calendar
- Capture photographs relevant to job description and objectives (ie. photos for blogs, newsletters)
- Updates job knowledge by participating in educational opportunities; reading trade publications
- Assist Communications staff with campaign development + results measurement/reporting, stepping in and supporting execution on an as-need basis
- Plan and collaborate with Communications Manager on communication projects to broaden comms reach (ie. Child Care Weemarkable communications, Avocado portal messaging, email automation)
- Assist with web edits and online job postings
- Support in copy creation with Marketing & Communications campaigns

Compensation/Benefits:

- A YMCA personal membership at our health and fitness branches
- A discount on our Childcare and Camp programs
- Vacation entitlement in accordance with the employment standards regulations
- May be entitled to up to 12 paid personal days – applicable with position and contract length.
- Benefits package - applicable with position and contract length

Schedule:

- 40 hours per week, Monday – Friday, occasional weekends and evenings

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To Apply:

1. Please indicate the name of the position in the subject line of the email. Also include specific information detailing how you meet the qualifications we require for this position.
2. Submit your resume to communications@swo.ymca.ca
3. **Deadline for application is February 3, 2023**

We thank all applicants for their interest; however only those selected for an interview will be contacted.

The YMCA of Southwestern Ontario is committed to providing a barrier-free environment for all stakeholders including our members/participants, employees, job applicants, suppliers, and any visitors who may enter our premises, access our information, or use our services. As an organization, we respect and uphold the requirements set forth under the Accessibility for Ontarians with Disabilities Act (2005), and its associated standards and regulations.

Want to know more about us, visit us at: <https://www.ymcaswo.ca/>

<https://www.facebook.com/YMCAofSWO/>