



Job Opportunity



YMCA Employment



Join the Y Marketing + Communications Team!

Be the Spark! Join our creative and passionate team and be the spark that ignites the potential in others. We are excited to welcome a new addition to our team who will help us continue to increase engagement across our 50,000 followers and community made up of over 200,000 individuals!

YMCA of Southwestern Ontario is one of the largest not-for-profit providers of licensed childcare in Canada, offers settlement services to newcomers to Canada, operates 2 overnight camps and 16 Health & Fitness branches across Southwestern Ontario, and we have been making a positive difference in the communities we serve for over 50 years!

Position: Communications Associate

Location: London, ON (Wortley Village) + hybrid/flex work model

Start Date: April, 2023

Salary: \$40-45k annually (Mon-Fri / 40hrs a week)

In this role, you will:

- Develop and manage association's social media strategy
- Create engaging social media content and provide support to other departments
- Attend YSWO events; capture, create and publish content across social networks
- Deliver internal and external messages in a consistent form across multi-mediums (digital, print, radio etc)
- Support and co-lead YMCA storytelling projects + newsletters
- Create materials in a timely manner according to Communications calendar
- Photography and video capture + editing
- Assist with copywriting marketing campaign development + results measurement/reporting
- Plan and collaborate with Communications Manager on communication projects to broaden reach and increase engagement
- Assist with web edits and online material updates (news blogs)
- Be committed to diversity, equity, inclusion and building a sense of belonging
- Embrace and exemplify the Y's core values



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Education and Skills Qualifications:

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

Why The Y?

The YMCA of Southwestern Ontario is committed to the development of healthy communities and welcomes people of all backgrounds, beliefs, and abilities. We are committed to helping our employees reach their full potential and are recognized by Forbes as one of Canada's Top Employers. We offer meaningful employment and the opportunity to make a difference in the lives of individuals and families.



As part of your total compensation:

- Receive a complimentary YMCA membership to our Health & Fitness facilities, and discounts on YMCA child care and camp programs
- 10 paid vacation days, and up to 12 paid personal days annually
- Benefits package and Pension applicable with position/contract length
- Be part of a caring and supportive network of people to help each other succeed
- Complimentary access to wellness and counselling services

To Apply:

- Submit your cover letter, resume, and supporting documents via email to: communications@sw.ymca.ca. The job posting deadline closes at midnight on **April 15, 2023**
- Include in your submission your specialized experience, and why you are the best candidate for this role. Please include the name of the position and location in your application.
- We thank all applicants for their interest; however only those selected for an interview will be contacted.

NOTE: 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.