



1526 Dresden Row, 4th Floor • Halifax, NS • B3J 3K3
P: (902) 422-4240 • E: info@avaloncentre.ca
SANE Program Business P: (902) 422-6503
W: www.avaloncentre.ca

Charitable Reg. #: 119146363RR0001

Communications Coordinator

Avalon Sexual Assault Centre

The Avalon Sexual Assault Centre is hiring a Senior Communications Officer to provide strategic direction and develop and implement a comprehensive annual communications plan.

Duties:

1. In consultation with the Executive Director, identify communication goals and strategies that increase public awareness of Avalon.
2. Create organizational reports such as the comprehensive communications plan, campaign-specific communication plans, and the annual report. Also responsible for monthly/quarterly/year end program reports.
3. Provide strategic direction to the Executive Director regarding internal communication with staff.
4. In keeping with the Avalon visual identity, develop a feminist trauma informed, intersectional narrative approach and key messages.
5. Work with other staff to create and apply tone and voice guidelines for personal use and distribution to Avalon board, staff, and SANE members so that key messages reflect Avalon's visual identity, and are consistent and professional.
6. Identify storytelling opportunities and manage a monthly editorial calendar that integrates storytelling across print and digital platforms.
7. Oversee content creation on digital platforms including the website and social media.
8. Edit and write copy for the Quarterly newsletter in collaboration with the Fund Developer and other staff members .
9. Manage media relations through the maintenance of up-to-date media lists and networking with journalists, and through writing media materials including a media plan, press releases, op-eds, media pitches and PSAs.
10. Provide speech and presentation writing support, as well as general communications support as required by the Executive Director.
11. Support event planning activities including those required by campaigns and the annual general meeting.
12. Offer copy-writing, copy-editing, proofreading and campaign support to other Avalon staff.
13. Manage the communications budget.
14. Assist with hiring and provide training and supervision to external suppliers on occasion such as graphic designers and co-op students.



1526 Dresden Row, 4th Floor • Halifax, NS • B3J 3K3
P: (902) 422-4240 • E: info@avaloncentre.ca
SANE Program Business P: (902) 422-6503
W: www.avaloncentre.ca

Charitable Reg. #: 119146363RR0001

15. Support the establishment of and maintain ongoing positive relations with government and provide election campaign direction.

Skills Required:

- Five years experience in a communications role; preference will be given to those who have worked in a community-based, social justice or feminist organization.
- Experience working with media and writing media/press-releases
- Strong writing, editing and proofreading skills.
- Ability to work independently and as part of a collaborative team.
- Experience developing and leading communication strategies and public awareness campaigns.
- Understanding of contemporary graphic design practice.
- Social media expertise, particularly in Facebook, Twitter and Instagram.
- Understanding analytics and how to make data-driven decisions regarding the website and social platforms.
- Excellent interpersonal and leadership skills.
- Hiring assistants and contractors and overseeing their work
- Ability to organize public events.

Hours of Work: 30 hours weekly. May require some evenings and weekends

To Apply: Please submit a resume and covering letter to: Jackie Stevens, Executive Director: executivedirector@avaloncentre.ca
Please no phone calls. Only those selected for an interview will be contacted.

Deadline for applications: April 30, 2018.

Avalon Sexual Assault Centre welcomes and prioritizes the contributions that individuals from marginalized communities bring to our organization. We encourage applicants to describe the ways in which their lived experiences will inspire and lead their contributions to their role at Avalon Centre in their cover letter.

Please note that applicants cannot have been an Avalon client in the past year.