

Youth Employment Services Manitoba (YES Manitoba) is seeking a part-time Communications and Special Projects Coordinator. This part-time position oversees the development and implementation of the organization's communications and outreach strategies and assists with client-driven communications and special projects through design, content development, and digital marketing.

Position:	Communications and Special Projects Coordinator
Hours:	20 hours per week
Start date:	ASAP
Salary:	\$20.00 to \$22.00 per hour
Benefits:	Group health & dental plan Employee assistance program Three-weeks paid vacation
Location:	Youth Employment Services Manitoba, 614 – 294 Portage Ave, Winnipeg MB

Specific Responsibilities:

Reporting to the Executive Director, the Communications Coordinator is key in promoting our services and programs to new and existing clients.

Organizational Communications & Marketing

- Develop and implement a communications strategy to support the short and long-term goals of the organization.
- Audit and regularly update organization's communications collateral.
- Implement brand/writing standards and guidelines based on existing assets to increase value and performance of the organization's outreach activities and brand identity; ensure continuity of accessibility and youth-friendly aesthetic for all organizational content created and shared publicly.
- Conducts research to identify industry trends to develop creative, innovative ways to support organization programs and services.
- Assist various team members in the marketing, communications, and positioning of their activities; develop and produce a wide array of new internal/external communications materials and client resources (resource templates, presentations, videos, brochures, social media graphics, etc.) that enhance accessibility of programs and services and visibility of organization.
- Prepare copy-for-print and digital materials.

Digital Communications

- Manage organization's social media accounts and coordinate a strong digital presence for the organization on multiple social media platforms.
- Develop digital content and quarterly content calendar; track and analyze analytics.
- Research, source, create, schedule, and post relevant content on all social media platforms; integrate social media content with organizational website's content and resources.
- Support staff in sharing resources and information, engaging in relevant and professional content on their individual organizational social media accounts.
- Identify and implement social media best practices; develop and track social media metrics.
- Collaborate with the administrative team to maintain the organization's website, including regular content and resource updates, integrating relevant client training and job search materials onto website, promotion of upcoming events, ensure all online information and resources shared are easy to access and youth friendly.

Community Outreach

- Manage and respond to inquiries via the media@yesmb.ca email account.
- Manage and redirect inquiries via website, social media, telephone and email; respond to questions about programming, client eligibility, hours, etc., as required.
- Liaise and network with the online communities, connecting and strengthening relationships and partnerships.
- Attend YES events (as required) to assist with execution, as well as covering activities from a social media perspective.
- Work with the Executive Director to plan, organize and create content for the Annual General Meeting.
- Work with the Executive Director to develop annual organization report for community distribution.
- Assist Executive Director with media relations and press releases, as required.

Other Duties

- Ensure all applicable data is tracked and filed correctly and securely; maintain all files and records in accordance with YES policies.
- Support month and year end reporting, ensuring continuous and accurate data entry into centralized database, and work to ensure monthly targets are being met.
- Maintain working knowledge of all YES and Futures Forward services to direct general client inquiries via telephone and email, provide internal and external referrals, respond to questions about programming, client eligibility, hours of operation, etc.
- Attend YES staff meetings.

The Coordinator will possess the following qualifications and attributes:

- Certificate, degree, or diploma in creative communications, public relations, or marketing related field. Students pursuing post-secondary education in one of the mentioned fields are welcome to apply.
- Experience developing and implementing successful social media strategies across various platforms.
- Experience in digital marketing using Constant Contact or similar platform.
- Experience with website content management considered an asset.
- Photography, videography, and/or podcast production experience considered an asset.
- Excellent communications skills, with an aptitude for creative design and a detailed eye for content editing.
- Strong organizational skills and demonstrated ability to manage and meet multiple deadlines.
- Self-motivated and self-reliant with an ability to work independently and as an enthusiastic team member; proven capacity to show initiative.
- Demonstrated interest in and commitment to YES Manitoba's vision, mission and values, with an understanding and ability to recognize and appreciate the diversity of all cultures, ideas, and opinions.
- Proficient in Microsoft Office 365, including Outlook, SharePoint, and OneDrive and working experience with graphic design software, such as Adobe InDesign.

This position requires a current satisfactory Criminal Records Check (including Vulnerable Sector Search), and Child & Adult Abuse Registry as conditions of employment. A security check is considered current if it was obtained no more than six (6) months prior to the start of employment. Only original copies of the CRC, CARC, and AARC will be considered acceptable for the purposes of this policy.

We are committed to a workforce that reflects the diversity of those we serve. We encourage applications from all qualified individuals including applications from all cultures, racialized communities, abilities, diverse sexual and gender identities and others who may contribute to the further diversification of ideas. If you identify as First Nations, Métis, Indigenous, racialized, a member of the LGBTQIA2S+ community, a person with a disability, and/or a member of a marginalized community, you are encouraged to indicate this in your cover letter. We are committed to accommodating applicants with disabilities throughout the recruitment process and will offer reasonable accommodation to individuals participating in the selection process upon request.

YES Manitoba provides free, inclusive employment services for youth ages 16 to 29. Our purpose is to help youth realize their potential to become self-sufficient and strive to create a warm and welcoming environment for clients, community members, and staff.

YES Manitoba offices are located on Treaty One territory, on the traditional territory of the Anishinaabeg, Ininiwak, Ithiniwak, Denesuline, Anishininiwak, Dakota Oyate and Nakota Peoples and on the National Homeland of the Red River Métis.

Please email your cover letter and resume to hiring@yesmb.ca, with "Communications Coordinator" in the subject line. Applications for this position will be accepted until filled. Interviews will be scheduled as applications are received.

We thank all who apply but only those selected for an interview will be contacted.