

Marketing & Communications (MarComm) Manager Role Description

Shelter Movers Vancouver

The Organization:

Shelter Movers is a national, volunteer-powered charitable organization providing moving and storage services at no cost to women and children fleeing abuse. We are the only service of this kind in Canada. Every year, in collaboration with business partners and community agencies, our teams contribute over 70,000 hours annually to support families transitioning to a life free of violence.

Shelter Movers was founded in 2016 and currently serves families experiencing abuse in Vancouver, Waterloo, Toronto, Ottawa, Montreal, and Nova Scotia. We are growing and looking to add caring and compassionate people to our team.

The Role

The Marketing and Communications Manager main duties include leading and executing the Marketing and Communications strategy and preparing external communications to the public on behalf of Shelter Movers. Reporting to the Director of Marketing & Communications and the Chapter Director, the Manager is a self-directed, results-oriented role.

Responsibilities

- Manage a team of up to 15 volunteer Marketing coordinators and liaise with National communications specialists
- Create a social media content calendar aligned with national strategy and goals
- Manage an annual budget
- Lead regular Marketing Department team meetings
- Supervise and review copywriting for social media posts, blogs, newsletters, press releases, and other marketing materials
- Supervise and review graphics and illustrations
- Support the Operations, Volunteer Services, and Fund Development teams with event promotion and communications
- Engage with, develop rapport, and where applicable, reach out to local media to promote the chapter
- Seek out and execute new initiatives to raise awareness about Shelter Movers' services and engage new volunteers and donors

Qualifications

- Experience in Marketing, Communications and Media Relations
- Volunteer management experience is an asset

- Professional PR and communications experience, preferably with a charity or non-profit, is an asset
- Demonstrated experience managing and creating content for social media platforms such as Twitter, Facebook, and Instagram
- Experience in brand and event promotion
- Self-driven and innovative
- Prepared and excited to bring new ideas for content and procedures
- The ability to maintain a voice that is supportive, approachable, trauma-informed, anti-racist, anti-oppressive, client-centered and inclusive and accurate in all areas of communication
- Innovation and creativity are highly valued in this position, as well as the ability to work in a virtual space and recommend alternatives to traditional styles of Marketing
- Dynamic, outgoing personality with sound judgment and the ability to use discretion
- Familiarity with Google Workspace, MailChimp, Canva, Hootsuite, and other softwares
- Comfortable remotely leading teams
- Strong organizational skills and reliable work habits

Role Details:

- Paid position
- 14 hours per week
- Flexible schedule, some evening and weekend availability as needed
- \$27 hourly rate
- Remote position

To Apply

- Email your resume and cover letter to hr@sheltermovers.com

Note that the successful candidate will be subject to successful completion of a criminal background check and reference check.

Shelter Movers is an equal opportunity employer. Racialized women, women who identify as LGBTQ+, and women living with a disability are particularly encouraged to apply for this position. To request reasonable accommodation, contact hr@sheltermovers.com.

Covid-19 Hiring Statement

Shelter Movers continues to operate and provide our unique moving and storage services, notwithstanding the COVID-19 pandemic. We have implemented stringent safety measures to protect our volunteers, staff, partners, and clients.