

Marketing & Communications (MarComm) Manager Role Description

Shelter Movers Nova Scotia

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 National Director of Marketing & Communications and the Chapter Director of Nova Scotia, the Manager is a self-directed, results-oriented role.

Responsibilities

- Build and manage a team of up to 8 Chapter MarComm volunteers
- Manage social media platforms and webpages for the Chapter
- Provide marcomm support to the Operations, Volunteer Services, and Fund Development teams
- Create, supervise, and review content for social media, blogs, newsletters, press releases, brochures, posters and other communication materials
- Monitor and engage with local media to promote the organization and our services
- Develop event-specific marketing materials and liaise with vendors and partners, as needed
- Attend, participate and (at times) lead regular meetings with both Chapter and National colleagues
- Seek out and execute new initiatives to raise awareness about Shelter Movers' services in order to engage new volunteers and donors

Qualifications and Skills:

- Professional experience in Marketing, Communications, and/or Public Relations with a charity or non-profit
- Strong writing, editing and proofreading skills
- Demonstrated experience managing and creating content for social media platforms such as Facebook, Instagram, LinkedIn and Twitter
- Experience managing volunteers remotely including training and delegating tasks

- Innovative, creative, and prepared to recommend new ideas for content and procedures
- Familiarity with Google Workspace, Slack, MailChimp, Canva, Hootsuite, and Wordpress
- The ability to maintain a voice that is supportive, approachable, trauma-informed, anti-racist, anti-oppressive, client-centered and inclusive in all areas of communication
- Strong organizational skills and reliable work habits
- Experience in event management and promotion is an asset

Role Details:

- Paid position
- 14 hours per week
- \$27/per hour
- Flexible schedule, some evening and weekend availability as needed
- Remote position but the candidate should reside in Nova Scotia

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.