

National MarComm Director

Role Description

Who we are:

- A national charitable organization that provides free moving and storage services to individuals and families fleeing abuse. Shelter Movers is the only service of its kind in Canada.
- Powered by over 2,000 volunteers across Canada, Shelter Movers currently runs chapters in several cities across the country and we are expanding!
- Since 2016, Shelter Movers has completed over 5,000 moves, transitioning individuals and families.
- Working at Shelter Movers means creating a meaningful impact on families experiencing abuse. It also means showing allyship and playing a tangible role in breaking Canada's gender-based violence cycle.

Who will love this job:

- Someone with strong management experience looking to take their career to the next level.
- A team player who loves to co-create with a passionate team to help actualize the organization's goals and mission.
- A dedicated and caring professional who thrives in a fast paced, multifaceted work environment.
- An ally wanting to play a tangible role in breaking the cycle of gender-based violence in Canada.
- A changemaker looking to create a meaningful impact for families experiencing abuse

About this Role:

Shelter Movers' success has been predicated on passionate and caring individuals who bring their talent and experience to a universal cause that is both inspiring and has an immediate impact. Shelter Movers is looking for a team member to this role to provide their expertise and leadership to our growing

marcom team. The Marketing and Communications Director will play a pivotal role in our growing in improving our internal policies and processes and aligning all marcom activities with the organization's strategic priorities.

Primary Responsibilities

- Leading teams in the development and implementation of Shelter Movers' national marketing & communications strategy including:
 - Website management and content creation
 - Social media strategy
 - Ensure communications are offered in French and English
 - Supporting fund development and recruitment campaigns
 - Internal communications strategy
 - Media relations
- Creating and updating key policies and processes, in collaboration with colleagues across Shelter Movers;
- Regularly assessing the communications needs of teams operating within Shelter Movers
- Oversee organization-wide messaging and tone in all official external communications
- Develop and maintain relationships with relevant journalists, influencers, media personalities
- Develop and support efforts to position Shelter Movers' brand as a trusted source of information and opinion on Gender Based Violence and related issues
- Support survivors and SM Team Members with a trauma informed lens in preparing and managing interviews and media requests
- Accountable for outcomes and national targets associated with the Marketing and Communications function of Shelter Movers

The Ideal Candidate Has:

- 3+ years of marketing experience including digital and social media marketing
- 3+ years of demonstrated success in a leadership role, preferably in the nonprofit communications sector

- University level French and English oral and written communication skills
- Strong analytical, problem-solving skills with the ability to manage multiple projects under tight timelines
- Strong content writing and editing skills
- Knowledge of web design, WordPress and analytics
- A collaborative and compassionate leadership style to build trust and inspire others to achieve common goals
- Experience managing large teams using volunteer management approaches
- Excellent judgment in setting priorities, problem, and solution identification
- Experience with organizational and system-level strategic visioning and planning
- Budget development experience, ability to understand a financial statement
- Advanced verbal and written negotiation skills
- The ability to learn new tools quickly and pivot to new trends
- Understanding and interest in gender studies, including anti-racist, anti-oppressive frameworks and intersectionality of challenges faced by women and particularly survivors of abuse in the local community an asset
- Strong ethics and strives for integrity and excellence in all areas of responsibility
- Strong organizational skills and reliable work habits

Additional considerations

- Occasional travel and additional work time may be required, on occasion, in the evenings and on some weekends due to the nature of this position.
- **Location:** Remote, with some in-person events and meetings. The candidate must have reliable transportation.
- **Job Type:** Full time (35h/week)
- **Salary Range:** \$60,000-\$75,000 depending on experience and agreed scope for the position.

Perks at Shelter Movers:

- Competitive salary

- Health/dental benefits
- Employee Assistance Program
- Maternity/parental top-up
- Paid vacation

To Apply:

Email your resume and cover letter to careers@sheltermovers.com with the subject line “MarComm Director Application”

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

Equal Opportunity Statement

Shelter Movers is an equal opportunity employer. Racialized people, people who identify as LGBTQ+, and/or who are living with a disability are particularly encouraged to apply for this position. We provide employment accommodation in accordance with provincial legislation. To request accommodation, contact hr@sheltermovers.com