



**Job Opportunity with the Child Witness Centre**  
**Marketing, Communications and Community Relations Coordinator**  
**Approximately 25 hours per week**

As the Child Witness Centre continues to grow, we have an exciting part-time opportunity for a highly-skilled and truly creative marketing, communications and community relations professional. We are looking for an enthusiastic and dynamic individual to lead all aspects of Child Witness Centre's communication and outreach strategy – ensuring the Child Witness Centre's unique voice and brand are developed, maintained and shared while supporting the Agency's marketing and donor relationship communication needs and building awareness for the Child Witness Centre across Waterloo Region, Guelph and Wellington County.

The Child Witness Centre provides support, education and advocacy through the criminal justice system for children and youth, and their families, who are or may become victims or witnesses of abuse or crime. Our caring, compassionate professionals walk with these brave young people on their journey through the criminal justice process, helping them, and their families, have a voice and fostering healing, hope and wellbeing.

Reporting to the Director of Development, in your role as the Marketing, Communications and Community Relations Coordinator, you will be responsible for:

- Coordinating and executing the Child Witness Centre's over-arching messaging, including language and branding that reflects the Agency's values.
- Developing and completing fundraising, donor relations, marketing, program and media communications strategies and calendars.
- Overseeing the strategy, design and content of all communications material including: program brochures; donor newsletters and reports; and Community Report.
- Ensuring that all Agency communication materials adhere to Agency guidelines, policies and brand standards.
- Gathering and writing meaningful and impactful donor, volunteer and client stories, reports and testimonials.
- Producing and managing website and social media content based on the Communications calendar.

- Seeking out and anticipating opportunities to write and distribute press releases, media advisors and other outreach to media partners.
- Developing and maintaining media relations and continually updating media database.
- Coordinating with Executive Director, Director of Development and Events Coordinator to ensure communications needs are fulfilled as identified through fundraising and event activities.
- Producing uniquely-tailored communication pieces that supports donor recognition and annual appeal activities.
- Maintaining and updating Agency library of photos, stories and testimonials.
- Analyzing and reporting on effectiveness of communication materials and mediums and recommending changes as necessary.
- Confidently representing the Agency, including making presentations and speeches with poise and confidence.
- Contribute to overall goals, strategies, workplans and budgets of the Agency
- Provide overall support to Agency as required

**Education, Experience and License Requirements:**

- Minimum of a degree or equivalent experience in related field (i.e. journalism, marketing, communications).
- Minimum of three years' related work experience.
- Valid driver's license with minimum \$1million liability coverage and access to vehicle.

**Competency and Knowledge Requirements:**

- Proficient with Microsoft Office Suite, Adobe Creative Suites and WordPress.
- Proven working experience in social media content development and execution.

**Demonstrated Skills and Abilities Required:**

- Passionate about, and inspired by, the work of the Child Witness Centre.
- Excellent communication skills, including: tailored, adaptive writing based on audience and medium; proofreading; copy editing; and confident public speaker.
- Highly organized, with strong attention to detail and high standards for producing quality work.
- Ability to cultivate and maintain strong working relationships, both internally and externally, including media contacts, donors and business contacts.
- Possess a professional and positive attitude in a changing environment with the ability to learn and adapt quickly.
- Ability to prioritize daily tasks and leverage superior time management skills.
- Ability to manage multiple priorities, deadlines and communication styles.
- Strategic thinker with excellent analytical, project management and problem-solving skills.
- Curious and creative, seeking out opportunities to grow the voice of the Child Witness Centre throughout the communities we serve.

The Child Witness Centre requires all new hires to submit a current Police Vulnerable Sector Check and a Family and Children's Services Check.

Please email your cover letter and resume in confidence to:

Sally Sarachman  
Director of Development  
[careers@childwitness.com](mailto:careers@childwitness.com)

More information about the Child Witness Centre can be found at [www.childwitness.com](http://www.childwitness.com).

We thank all applicants for applying, however, only candidates selected for an interview will be contacted. All inquiries will be kept in strict confidence. Please note that the deadline for submitting a cover letter and resume to the above email address is **Friday, July 20, 2018**.