

COMMUNICATIONS SPECIALIST

Job Brief:

The UHC – Hub of Opportunities is seeking to hire an experienced Communications Specialist to work out of the Windsor office. This position reports directly to the Chief Executive Officer and is responsible for successfully developing, implementing and maintaining large communications and branding initiatives, as well as various communications strategies for the agency's programs and services, to promote a positive public image for UHC.

The selected incumbent will support and contribute to UHC's mandate of meeting the needs of vulnerable people living in Windsor and Essex County and improving their quality of life through the promotion of the agency's programs and services. This person will be responsible for ensuring comprehensive awareness is raised for UHC in the local community through the dissemination of communications and marketing strategies.

Duties and Responsibilities:

The focus of this position is to develop and implement communication strategies for UHC's programs and services, while engaging with the community at large to strengthen UHC's visibility and foster stronger community partnerships.

Tasks, duties and responsibilities include, but are not limited to:

- Design, write and produce a wide range of marketing and communications materials including media releases, backgrounders, flyers, newsletters, speeches for CEO, etc.
- Administering and maintaining agency social media accounts with attention given to regular and engaging posts and timely responses to inquiries.
- Providing strategic communications advice and expertise on methods of communications, agency messaging, target audiences and best practices.
- Liaising and maintaining professional relationships with local media through the development and implementation of timely media releases, expedient responses to media inquiries, assisting with the coordination of media interviews, and prepare key messages for the CEO.
- Designate and organizing media events in support of organizational priorities and initiatives when required.
- Managing internal communications to foster an inclusive and well-informed office culture through the use of memos, staff newsletters, etc.
- Assist with event planning, fundraising, and the promotion of events/functions with CEO.
- Leading and coordinating community outreach efforts, including presentations, job fairs, and third-party events, to promote UHC's programs, raise awareness, and engage with local organizations, stakeholders, and the public.
- Maintain materials and supplies for the communications and marketing department, collaborating with third-party contractors to order materials and ensure all content aligns with branding guidelines and accurately represents the organization.

Position Requirements:

- Post-secondary education in relevant field (Communications, Public Relations, Business, Marketing) or relevant work experience.
- Not-for-profit experience is considered an asset.
- Proven experience with media relations and crisis management.
- Excellent written, oral, and interpersonal communication skills, with strong attention to detail.
- Proficiency in using social media platforms, including Facebook, Twitter, LinkedIn, YouTube, and Instagram, including experience with video editing through these platforms.
- Experience with graphic design and content management systems tools such as Adobe Creative Suite, Canva and MailChimp as considered assets.
- Outstanding organizational skills, time management, and the ability to handle multiple tasks with similar deadlines without compromising quality or accuracy.
- Ability to work in a fast-paced environment and drive projects forward with a sense of urgency.
- Strong capability to collaborate with staff, community partners, and/or labour organizations.
- Ability to work effectively as a team player, fostering a positive and professional work environment.
- Valid driver's licence and reliable vehicle.
- Successful acquisition of a certified criminal record and vulnerable sector clearance from the Royal Canadian Mounted Police (RCMP).