

Position Summary

The Communications Coordinator will coordinate the communications strategy for Winnipeg Anti-Racism in Sport Campaign. The Communications Coordinator will work closely with the campaign's Advisory Committee, the Project Coordinator, and reports to IPW's Project Manager and IPW's Director. The Communications Coordinator will develop and manage the campaign's social media accounts, website, media relations and public awareness materials. The Communications Coordinator will work in a fast-paced environment; the ability to adapt, change and manage multiple project components in a timely manner are essential.

Background

Immigration Partnership Winnipeg (IPW) is a multi-sectoral partnership hosted by the Social Planning Council of Winnipeg (SPCW). We provide a collaborative framework to facilitate the development and implementation of sustainable local solutions for the successful integration and inclusion of newcomers to Winnipeg.

IPW will be leading Winnipeg's Anti-Racism in Sport Campaign. The anti-racism campaign seeks to address and eliminate barriers to social participation in sport and recreation among racialized communities, Indigenous Peoples and religious minorities in Winnipeg. The campaign will take a multifaceted approach through its education and awareness activities - research, school presentations, training for sport stakeholders, and public awareness – to educate sport and recreation stakeholders, bring anti-racism policies and practices into sport structures and systems, and teach the next generation of Winnipeggers to be ambassadors of inclusive and multicultural sport and recreation. This one-year campaign is funded by Canadian Heritage.

Position Expectations

- Develop and implement Winnipeg's Anti-Racism in Sport's Campaign communications strategy
- Develop and manage the campaign's social media accounts
- Design and update on an ongoing basis the campaign's website
- Build and maintain strong, collaborative working relationships with campaign partners, sport stakeholders, schools, and community groups to implement the campaign
- Manage the campaign media relations; develop media releases, develop media speaking points for campaign partners, and coordinate with the media
- Work in close collaboration with the campaigns' Project Coordinator to develop campaign presentations, trainings, and events
- Design training and in-school presentation materials; posters, bookmarks, brochures, training workbook, etc.
- Manage the public awareness campaign by working with campaign partners to develop and design advertisements, videos, posters, etc. and ensure they are promoted across the city of Winnipeg.
- Assist in the ongoing and final evaluation of the campaign activities.

Immigration Partner Winnipeg Communications Coordinator, Anti-Racism in Sport Campaign

- Work with IPW's Project Manager and Director to report on campaign activities, objectives and deliverables
- Where necessary, support IPW project meetings, consultations and events with logistical support, including planning and coordinating meetings and events, drafting agendas, minute taking
- Other duties as assigned

Qualifications

- Diploma or degree in communications or equivalent work experience
- Proven direct experience working in a communications role
- Demonstrated experience working from an anti-oppression, anti-racism and intersectional approach
- Demonstrated experience developing a communications strategy
- Demonstrated experience managing social media accounts (Facebook, Twitter, Instagram, YouTube, etc.)
- Demonstrated experience with managing media relations
- Knowledge of how to design websites
- Experience planning small-and large-scale community events
- Strong oral and written communication skills
- Strong knowledge of photography and video filming, editing and production
- Experience developing, nurturing and supporting partnerships or coalitions with a diversity of stakeholders
- Demonstrated project managements skills with the ability to follow a project through from incubation to evaluation
- Strong analytical and problem-solving skills
- Ability to work successfully with a cross-cultural team and diverse partners
- Advance knowledge of Microsoft Suite, Adobe Creative Suite and video editing software
- Must be a strong self starter and have the ability to work independently

Assets

- We highly encourage candidates who identify as Indigenous, Black, a Person of Colour, are part of a religious minority, or have lived experience as an immigrant or refugee to apply
- Strong understanding of the discrimination and racism that take place in sport and recreation activities in Winnipeg
- Bi-lingual in French and English, or fluent in another language
- Strong and deep experience in conflict resolution and diffusing misunderstanding
- Solid understanding of the social, political and cultural landscape in Winnipeg
- Work or volunteer experience within the sport and recreation sectors



Immigration Partner Winnipeg
Communications Coordinator, Anti-Racism in Sport Campaign

Hours of Work

This is a full-time term position. IPW has a 35hr work week. The hours will take place primarily during regular business hours but there will be substantial evening and weekend work required.

Term

January 4, 2021 to March 31, 2022

Workplace

A combination of working remotely and at the office.

Salary

The salary is \$50,000 with benefits (after six months).

To Apply

Please send cover letter & resume with 3 references by 4:00pm on November 30, 2020 to:

Jessica Praznik
Immigration Partnership Winnipeg
432 Ellice Avenue Wpg, MB R3B 1Y4
jpraznik@spcw.mb.ca

*Only candidates selected for an interview will be contacted.

*Candidates selected for an interview will be asked to share their portfolio

*SPCW is an equal opportunity employer, we encourage candidates to self-identify in their cover letter if they identify as Indigenous, Black, a Person of Colour, are part of a religious minority, and/or have lived experience as an immigrant or refugee.