



JOB POSTING:
COMMUNICATIONS AND DIGITAL
ENGAGEMENT MANAGER OR ASSOCIATE

Position Type: Full-Time (a preference for part-time work may be accommodated)
Contract Duration: 1 year contract
Rate: \$65,000 - \$80,000 with benefits

ABOUT YOUTHREX

Youth Research and Evaluation eXchange (YouthREX) is a province-wide initiative based at the School of Social Work, York University. YouthREX facilitates the integration of research evidence and evaluation in the development and delivery of Ontario's youth programs.

Our Vision is an Ontario where shared knowledge is transformed into positive impact for all Youth.

Our Mission is to make research evidence and evaluation practices accessible and relevant to Ontario's grassroots youth sector through knowledge mobilization, capacity building and evaluation leadership.

Our Stakeholders include grassroots youth-led and youth-serving initiatives (frontline staff, program staff, leadership), funders and policy makers.

We are looking for a *Communications and Digital Engagement Manager or Associate* who is excited at the thought of being part of a small but mighty organization that straddles the interface of community and academic cultures. They will play a key role in developing and implementing processes that allow YouthREX to amplify our offerings to Ontario's youth ecosystem.

ABOUT THE POSITION

As YouthREX's *Communications and Digital Engagement Manager or Associate*, you'll play a critical role in leading our overall communications strategy and our social media engagement to support YouthREX's vision of facilitating shared knowledge for better youth outcomes!

You'll lead YouthREX's social media activities and digital storytelling to bring YouthREX's work to life in innovative and engaging ways through different communication mediums (videos, podcasts, data visualization and infographics, writing, photos, etc).

You'll actively contribute to the animation of YouthREX's Virtual Café that hosts our online Communities of Practice. You will ensure that all communication contents align with YouthREX's communications and branding style.

You are passionate about equity and youth wellbeing and understand and acknowledge the complexities of the youth sector.

This role requires having a finger on the pulse of Ontario's youth sector while using your communications and digital engagement skills to amplify YouthREX initiatives for our stakeholders. This position also requires lots of multi-tasking, initiative, and creative collaboration with team members.

QUALIFICATIONS

Required Experience/Education:

- Post-secondary education and training in Communications/Marketing/Design (or related field) and/or two to four years in a similar role

Required Skills

- Demonstrated ability to creatively and efficiently develop content for digital and other communication channels such as blogs, social media, reports.
- Demonstrated ability to take initiative and be resourceful and creative.
- Experience with and high-level interest in using social media and online platforms including MailChimp, Twitter, Facebook, Instagram, Canva, LinkedIn, Buffer/Hootsuite, Eventbrite, SurveyMonkey, GoToWebinar and Zoom, among others.
- Working knowledge of Search Engine Optimization (SEO) practices.
- Intermediate/advanced proficiency with Adobe Creative Suite, Google Suite and WordPress
- Strong understanding of digital analytics, including ability to collect, analyze and interpret data to guide data-informed decision-making
- Excellent written and oral communication skills including the ability to synthesize complex information and translate into materials that are accessible and interesting to a range of stakeholders
- Strong interpersonal skills – ability to foster positive relations and communicate well with both internal and external stakeholders

- Demonstrated understanding of the barriers and challenges that confront youth including racialized youth, newcomer youth, Indigenous youth, youth living with disabilities or special needs, youth in and leaving care, francophone youth, LGBT2SQ+ youth, youth living in rural & remote communities, youth living in poverty and on low incomes, and youth in conflict with the law."

Interested and think your experiences and skills make you a good fit for this position? Please send a resume and a cover letter to: rexinfo@yorku.ca outlining why you are interested in this position and how you meet the criteria above drawing on specific examples.

Please also enclose sample(s) of your writing and work which is relevant to this position.

You may want to answer the following three questions in your cover letter:

1. Explain the most successful social media campaign that you've run. What was the goal and how did you meet it?
2. How do you think social media channels can support YouthREX's mission and values?
3. From a quick look at YouthREX's social media presence, what is ONE thing we could test that may help with engagement?

Review of applications will begin on Tuesday, August 2, 2022, and will continue until position is filled.