



Communications Manager

Overview

Queer Yukon is seeking a dedicated and experienced Communications Manager to lead our communications efforts and engage with diverse communities. The ideal candidate will be responsible for developing and executing comprehensive communications strategies, managing media relationships, overseeing digital and print content creation, and supervising the Communications Coordinator. This role requires a proactive individual with strong leadership skills, a deep understanding of the 2SLGBTQIA+ community, anti-oppression principles, and experience working with Yukon's First Nations communities.

Duration of contract:

Location: Yukon Territory (Whitehorse, Dawson City or Watson Lake preferred)

Hours: 35 hours per week

Wage: \$39.20/hour (+ \$1/hr bonus if located outside Whitehorse)

Benefits: Organizational benefits plan (or 4% of base salary in lieu of benefits) includes coverage for: prescriptions, dental care, paramedical (e.g. counseling, massage, physiotherapy, acupuncture, chiropractors, etc.), vision care, life insurance, and disability insurance. 3 weeks paid vacation per year (6%); Flexible schedule; Generous paid holidays and office closures.

Equipment: Employees will be provided necessary equipment to complete tasks. A laptop & phone will be provided.

This is a unionized position with YEU local Y019.

Key Responsibilities:

- Develop and update annual/quarterly communications plans, including campaigns for Pride, Trans Awareness Week, and other advocacy, education and programming priorities.
- Collaborate with the Communications Coordinator and Admin Team to refine internal and external communications processes.
- Identify and produce communications collateral (print, video, web) beyond social media.
- Manage communications budgets, including hiring and supervising contractors and liaising with vendors.
- Cultivate media and advertising opportunities, solicit/manage sponsorships, and respond to media inquiries.
- Develop and manage community partnerships and oversee event marketing material distribution.
- Completing regular quarterly reporting to be used to improve communications strategies.
- Implement new community engagement strategies and audience development initiatives.

- Oversee the Communications Coordinator's workflow and output.

Collaboration with Communications Coordinator:

- Schedule and post content on social media platforms (Instagram, Facebook, Twitter).
- Ensure content aligns with the communications strategy.
- Create written content and graphics (design or with Canva) for social media, website, and printed materials.
- Engage with followers, partners, and community members on social media.
- Monitor all social media accounts and analyze engagement results.
- Update the website with news, events, and program updates.
- Create and schedule the monthly newsletter.
- Assist staff with social media promotion plans for events and programs.
- Manage the info@queeryukon.com email account in collaboration with the Admin Team.

Qualifications and Skills:

- Knowledge or experience with the 2SLGBTQIA+ community and anti-oppression practices.
- Understanding of Yukon's First Nations communities.
- Experience with nonprofit organizations and knowledge of Yukon's nonprofit or advocacy sector.
- Leadership and supervision skills with the ability to delegate and motivate a team.
- Degree in Communications, Journalism, or equivalent experience.
- 5 years of communications experience; 2 years in a supervisory role preferred.
- Conflict management skills, both online and offline.
- Strong organizational and multitasking abilities.
- Project management experience.
- Excellent written and oral communication skills in English. Bilingualism in French, ASL, or a Yukon First Nations language is an asset.
- Technical proficiency in digital platforms and marketing analytics.
- Familiarity with Gmail, Google Drive, Zoom, project management tools, Facebook, and Instagram.
- Valid driver's license and access to a vehicle is an asset.

Additional Requirements:

- Willingness to work evenings and weekends as needed.
- Commitment to safety during project activities.
- Adherence to Queer Yukon's policies and guidelines.
- Participation in relevant staff meetings.
- Maintaining a clean and organized workspace.
- Other duties as agreed upon.

Queer Yukon is dedicated to fostering a diverse and inclusive environment. The Communications Manager will play a pivotal role in amplifying our organization's mission and connecting with communities across Yukon. If you have a passion for communications, community engagement, and advancing LGBTQIA+ rights, we encourage you to apply.

Preference may be given to individuals who identify themselves as members of the 2SLGBTQIA+ community, including but not limited to: Black, Indigenous, & People of Colour, women, Two Spirit / Indigiqueer people, Trans/Non-binary people, people whose first language is not English, and people with disabilities.

Application Instructions:

Please include a **resume and a cover letter** explaining how your skills and experience make you a good fit for the position. Please send your resume and letter to the Human Resources Committee at: work@queeryukon.com and put “Communications Manager” in the subject of your email.

If submitting these materials in another format is more accessible, we are happy to work with you. Please reach out directly to request support.

Individuals selected for an interview will be asked to complete a short assignment demonstrating relevant skills.

We will start reviewing applications on: April 15th, 2024