

## Communications Specialist - Job Description

<b>Role Title:</b>	Communications Specialist
<b>Reports To:</b>	Director of Marketing and Donor Relations
<b>Application Deadline:</b>	June 30, 2023
<b>Projected Start Date:</b>	August 14, 2023

### Overview of the Role:

The Communications Specialist is a highly creative self-starter, passionate about serving with a faith-based charitable organization. This member of the Marketing Team will share the story and mission of One Hope Canada, primarily through print and digital media. They have proven skills in journalistic copywriting and editing, social media content creation and engagement (including video), website development, donor relations, and fundraising events.

Ideally, the Communications Specialist works out of One Hope Canada's national office in Winnipeg, Manitoba. This position is full time (pending review); salary to be determined upon employment.

### Key Responsibilities:

- Internal and external communications (print, digital, video)
  - Write compelling copy to engage donors
  - Maintain consistency of brand image, identity, and message
  - Maintain and develop website content
  - Develop social media channels to best maximize donor engagement
  - Examine analytics to optimize digital channels and donor touchpoints
- Donor relations
  - Acknowledge donors (written, phone, email)
  - Coordinate fundraising events (e.g. banquets, concerts, livestreams)

**Other Responsibilities:**

- Actively participate in team meetings
- Develop a personal support team
- Other duties as assigned

**Requirements:**

- Excellent written and verbal communication skills.
- Excellent understanding of social media platforms and engagement.
- Ability to create engaging video content.
- Experience using Google Workspace Suite (e.g. Drive, Docs, Sheets, Gmail) and Microsoft Office (Word, Excel, etc.).
- A good eye for design. Experience using graphic design programs (e.g. Adobe Creative Suite, Canva) and digital content programs (ie Constant Contact) is an asset.
- Experience using Wordpress, experience with Elementor is an asset.
- An understanding of Google Analytics is an asset.
- Event planning experience is an asset.

**Core Competencies:**

- Commitment to follow Jesus Christ
- Passion for the Gospel
- Good understanding of the faith-based/non-profit charitable sector
- Team-oriented; ministry-oriented
- Highly creative
- Highly organized; able to manage multiple projects simultaneously
- Willing to learn

**Education and Experience:**

- Post-secondary education in a related field is an asset
- Experience with camp ministry in Canada is an asset

**About One Hope Canada:**

One Hope Canada develops life-long followers of Jesus by clearly communicating the Gospel; this has been our purpose and passion since 1927. We partner with 400 local churches across the country so more than 30,000 children and youth can discover Jesus each year, through Bible camps, community ministries, digital discipleship, and the development of Gospel-centred resources in English and French.

One Hope Canada is considered a Religious Order under the provisions of the CRA and as such, missionary employment with One Hope Canada is seen as following God's unique invitation. Members, and those aspiring to be members, must be in agreement with standards of spiritual and personal suitability, and are required to sign a Statement of Affirmation annually.

**One Hope Canada Purpose:**

To present the Gospel, particularly to those having the least opportunity to hear of Christ, and especially to children and youth, and to disciple believers for living and serving through His church.

**Ministry Resource Centre Primary Objective:**

To direct, encourage and equip our Ministry Points (camps, community ministries) to fulfill the purpose and vision of One Hope Canada.

**Please submit your résumé, including references and a current social media portfolio, to:**

Kelly Rempel  
Director of Marketing and Donor Relations  
[kelly@onehopecanada.ca](mailto:kelly@onehopecanada.ca)  
888-960-2580, ext 123