



## Engineers Without Borders Canada

### Senior Coordinator, Communications, Policy & Advocacy

*Engineers Without Borders unlocks human potential in sub-Saharan Africa by investing in forward-thinking social enterprises. We support local innovators to accelerate their impact and apply their innovations on a global scale, to the benefit of millions. In Canada, we unlock human potential by fostering a community of leaders—supporting a network of established thought leaders while developing the next generation of pioneers.*

The **Senior Coordinator, Communications, Policy & Advocacy** is a driven and enterprising communications specialist who works closely with policy and advocacy, campaigns, community mobilization and Communications and Partnerships staff at EWB to develop and implement communications strategies to enable the organization to win campaigns, increase its supporter base, and build its profile.

This position is responsible for achieving high-impact EWB policy and advocacy and organizational communications by leveraging media relations and public and community engagement opportunities; providing strategic communications guidance, planning and project management; and using storytelling, audience analysis, media analysis and other tactics to coordinate effective cross-platform execution.

The Senior Coordinator, Communications, Policy & Advocacy is a proactive, goal-oriented and tactical professional with an eye for storytelling opportunities. They are comfortable working with and distilling complex concepts; they set clear objectives and are a disciplined planner. They are keen to gain valuable learning and leadership opportunities and experiment with new communications channels and formats.

#### **PRIMARY RESPONSIBILITIES:**

This role reports to the Senior Manager, Communications and Marketing and works in close collaboration with the Policy and Advocacy and Community teams.

## **1. CAMPAIGNS**

- a. Plan, lead and project manage cross-functional advocacy and mobilization campaigns in support of policy and advocacy communications needs. Liaise with external agencies, act as internal task managers and oversee approved campaign budgets.
- b. Develop communications strategies, set objectives and execute tactics that leverages traditional, digital, social and multi-media channels.
- c. Help organize public and community events, including press conferences and rallies.
- d. Support the overall goals and needs of the Communications team as required, including working outside of this role's area of focus and expertise.

## **2. CONTENT/STORYTELLING**

- a. Use traditional and digital storytelling techniques to explain and reframe campaign issues, engage and mobilize community members and supporters, and highlight successes and raise the profile of the organization.
- b. Highlight and amplify stories of EWB's community and public mobilization efforts across the country.
- c. Write and curate blog posts and other social media content.
- d. Manage design and translation requests; proofread and edit a wide variety of materials and copy for grammar, style, tone, messaging, and accuracy.

## **3. MEDIA, SOCIAL & INFLUENCER RELATIONS**

- a. Develop relationships with key media outlets and journalists, social media and influencers to advance policy, advocacy and mobilization objectives.
- b. Stay up-to-date with relevant external developments in order to leverage media and storytelling opportunities as well as maintain accuracy of materials and messaging.
- c. Prepare press releases, media statements, op-eds, and key messages, backgrounders and briefing documents, and other materials.
- d. Provide media training, support, and guidance to EWB staff and supporters.

## **QUALIFICATIONS:**

- Post secondary degree or an equivalent combination of formal training and experience.
- 3+ years of communications and campaigns work experience with a visible track record and demonstrated learning.
- Strong communications skills including listening, interpreting, distilling, writing, editing, research, evaluation and analysis.
- Function effectively within fast-paced, energetic and intense work environment.
- Strong project and time management skills; ability to meet tight deadlines, navigate competing priorities, anticipate risks and ramifications, work effectively within a diverse

team.

- Passion for creative storytelling using the latest social media communications channels and working within a fast-changing media landscape.
- Advanced digital skills strongly preferred.
- Fluency in English and French strongly preferred.

**Location:** Engineers Without Borders' head office is located in Toronto, Ontario.

**Term:** One-year contract with strong possibility of renewal.

**Application Process:**

Please submit your application at [ewb.ca/careers](http://ewb.ca/careers) by July 8th, 2017.

We thank all applicants for their interest but only short-listed applicants will be contacted.

EWB is an equal opportunity employer. All qualified applicants will be considered.