

Communications Specialist

The Sexual Assault Services of Saskatchewan is seeking a full time strategic Communications Specialist to implement and execute a variety of communication activities.

Reporting to the Executive Director, the goals are to achieve increased brand awareness, funding opportunities and recognition of SASS and its member agencies as experts on sexual violence within the province of Saskatchewan.

- Wage: monthly gross \$4550/ ending March 31, 2020, with the possibility of extension (Employer contribution to CPP, EI, and WCB is paid and a T4 will be issued yearly)
- Hours: 37.5hrs per week
- Start Date: ASAP

Communications Strategy and Brand Oversight

- Work with the Executive Director to implement an integrated strategic communications plan to advance the Sexual Assault Services of Saskatchewan (SASS) brand identity; broaden awareness of its resources and supports; and increase visibility to all key stakeholder audiences.
- Serve as the brand champion and ambassador both internally and externally.
- Implement a marketing and public relations strategy that will allow SASS's leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including funding partners, the media and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with the member agencies and staff across the organization to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Marketing, Public Relations and Advocacy

- Develop all of SASS's print communications including, but not limited to Communication media plans and marketing collateral materials.
- Support the ED with media interactions that help promote and/or impact the organization.
- Exercise judgment to prioritize media opportunities, prepare talking points, speeches, presentations and other supporting material as needed for the ED or other staff members when needed.
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding SASS's programs, special events, public announcements, and other projects.
- Requests for sponsorships, donations, and partnerships

Qualifications:

- Degree in marketing or business administration and at least five years of experience (or equivalent combination of education and experience)
- Must be able to pass a criminal record and vulnerable sector check.
- Background or interest in sexual violence and related issues.

- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors.
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals.
- Proven ability to creatively and thoughtfully utilize new media technologies.
- Excellent organizational and prioritization skills, able to manage and deliver on multiple assignments under tight deadlines.
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media.
- Experienced team builder.
- Exceptional interpersonal skills.
- Proficient with Microsoft Office
- Experience with Word Press, graphic design, email marketing software, Adobe Creative Suite and CRM software would be an asset.
- A team player willing to take on new challenges.