



JOB POSTING

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POSTING #: 2020-68

DIGITAL COMMUNICATIONS SPECIALIST (CONTRACT)

Eva's Initiatives for Homeless Youth provides safe shelter, supportive services and long-term solutions to youth homelessness. We believe all young people deserve safe, affordable housing, outstanding support and access to resources to help them achieve their goals.

Eva's is an organization known for taking an innovative approach to prevent and end youth homelessness. Eva's Initiatives operates three specialized shelters: Eva's Place, Eva's Satellite, and Eva's Phoenix, (and currently a temporary hotel program during COVID) as well as supporting young people living in rental housing throughout the city. We work holistically with young people, providing wrap-around services and supports so they can move successfully away from homelessness.

This is an exciting opportunity for a digital communications specialist, with a passion for writing and compelling story telling and a creative streak paired with stellar graphic design skills. With an understanding of the history of Eva's Initiatives, the digital communications specialist will be a driving force in telling the story of Eva's past, present and future, shaping the organizations identity accurately, both internally and externally.

Reporting directly to the Director, Public Engagement and Government Relations, and working in collaboration with teams across our three sites and administrative office, you will create exciting and engaging content, curate and manage dynamic digital content for a broad array of platforms- including managing our website and social media channels.

EDUCATIONAL REQUIREMENT

- ◆ College or University degree/diploma, preferably in Mass Communication, Journalism, Marketing or equivalent working experience;
- ◆ Certifications considered an asset

QUALIFICATIONS AND EXPERIENCE

- ◆ Commitment to putting youth at the centre of service delivery and working toward social justice
- ◆ Understanding of anti-oppression and anti-Black racism and ability to apply a solid equity and inclusion principles to marketing and communications and engage in self-reflective practice to support organizational change
- ◆ Understanding of youth engagement and respectful approaches to working with young people of diverse backgrounds, experiences, and identities
- ◆ 3-5 years of experience in marketing, communications, and/or public education

- 📌 Resident expert in social media tools and community management (LinkedIn, Facebook, Twitter, YouTube, Instagram, Hootsuite), trends, applications and emerging opportunities
- 📌 Proficient in Google Analytics, Google Tag Manager and Google AdWords
- 📌 Basic experience in graphic design (Adobe Photoshop, Illustrator, etc.), photo and video production
- 📌 Flexible and able to multi-task with evolving timelines and priorities •
- 📌 Strategic thinker with strong analytical and planning skills
- 📌 Excellent writing skills for multiple platforms/audiences and ability to use language wisely
- 📌 Excellence in public and media relations
- 📌 Creative and innovative thinker; high ethical standards
- 📌 Strong planning and evaluation skills with an ability to work across teams and meet tight deadlines
- 📌 Ability to work independently, multi-task, and set team priorities
- 📌 Strong interpersonal communication skills and a sense of humour
- 📌 Multilingual skills including French and other languages common to the Greater Toronto Area are an asset
- 📌 Legally entitled to work in Canada

APPLY

Submit a cover letter and resume in one document by **January 19, 2021** to careers@evas.ca. Be sure to indicate **2020-68 Digital Communications Specialist** in the title.

Please note that as a condition of employment, the successful applicant must complete a Vulnerable Sector Screening Police Reference Check. Eva's would like to thank all applicants for their interest; however, only those selected for an interview will be contacted. In keeping with our ongoing efforts to represent the diversity of our community, we strongly encourage people from diverse groups to apply. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), Eva's provides accommodation, accessible formats, and communication supports for the interview upon request.

Eva's is strongly committed to a workforce that reflects the diversity of the populations we serve. We encourage applications from all qualified individuals including applicants from all cultures, racialized communities, abilities, diverse sexual and gender identities, and others who may contribute to the further diversification of ideas. We are committed to a selection process and work environment that is inclusive and barrier free.

Eva's has taken active steps to reduce the risk of transmission within our shelters, click here to learn what we are doing: <https://www.evas.ca/blog/covid-19-update/>

We acknowledge the land we occupy is the traditional territory of many nations including the Mississauga's of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississauga's of the Credit and the Williams Treaty signed with multiple Mississauga's and Chippewa bands.

We also acknowledge all Treaty peoples – including those who came here as settlers – as migrants either in this generation or in generations past - and those of us who came here involuntarily, particularly forcibly dis-planted Africans, brought here as a result of the Trans-Atlantic Slave Trade and Slavery.

Eva’s Initiatives for Homeless Youth

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Connect with us @evasinitiatives