



About the Samara Centre for Democracy

The Samara Centre for Democracy is a non-partisan registered charity dedicated to realizing a resilient democracy with an engaged public and responsive institutions. Our research and programs make us a go-to resource for active citizens, public leaders and the media.

Role Summary

The Outreach Coordinator is a mission-driven storyteller with an interest in democracy and civic engagement. You'll be working closely with the Communications Team to amplify the Samara Centre's voice, grow our outreach channels, plan impactful events and use analytics to make data informed decisions. Over time, you'll take on additional responsibility, not just for producing compelling content, but also for the strategy and planning behind it.

- **Reports to:** Communications Manager
- **Job type:** Full-time permanent
- **Target start date:** March 2023
- **Salary:** \$60,000 annually. This position includes benefits and paid time off.
- **Location:** Toronto / GTA; Hybrid workspace

Main Responsibilities

Increase awareness of the Samara Centre's work, mission and brand by managing and growing our outreach channels

- Maintain a content calendar and write copy for multiple platforms and audiences, including: social media channels, newsletters, email marketing campaigns, website updates and more.
- Experiment with different ways to engage and grow our audience across platforms using written and multimedia content.
- Ensure that all our external communications are consistent with our brand, reflect the vision and voice of the Samara Centre, and prioritize a high-quality audience experience.

Assist with planning and creating communications materials for projects, campaigns and events

- Support the planning and delivery of communications campaigns and help measure their efficacy.
- Support virtual and in-person event planning with speaker recruitment, marketing and promotions, and event coordination.



- Assist with preparing key messages, press releases, web content, newsletters and other communications materials as required.

Measuring and evaluating analytics to inform data-driven decision-making about our communications

- Own an analytics dashboard and ensure the relevant tracking is set-up and functional.
- Highlight key insights and provide recommendations based on collected data.
- Assist with preparing regular reports on communications activities and outreach campaigns.

Who we're looking for

Required

- You have 4-6 years of experience in communications, marketing, journalism, content development or event planning.
- You have a track record of successfully managing multiple public facing digital channels. You're familiar with: website management, digital marketing, email marketing, social media platforms, and blogs.
- You're familiar with graphic and multimedia tools and are comfortable creating a variety of content types, including: images short videos, Reels/TikToks, live Tweeting, and social media graphics.
- You've successfully planned online and in-person events and you are familiar with tasks such as: speaker recruitment, marketing and outreach, logistics, and vendor management.
- You are a strong communicator and writer. You get your message across clearly and are able to adapt key messages to suit different audiences, channels and contexts.
- You have experience tracking outreach metrics and making data-informed decisions about communications.
- You know how to monitor projects, and are comfortable raising a flag and asking for help if things are going off track.
- You enjoy solving problems creatively and you're not afraid to experiment and try new things.
- You prioritize accessibility, inclusion and equity. You're committed to anti-racist principles in your work and your interactions.

Nice-to-haves

- Bilingual in English and French.
- A demonstrated interest in Canadian politics, elections, democracy and civic engagement.



- Additional technical skills like website content management, video editing, advanced graphic design or podcast production.
- Experience with fundraising campaigns, podcast marketing, or other emerging platforms.
- Familiarity with: Canva, Slack, ActiveCampaign, Google Ads, Google Analytics, social media advertising.
- Previous work experience in civil society, public affairs or non-profit.

How to Apply

If you meet 80% or more of what we're looking for, please apply! In your application, please include:

- Your résumé, noting relevant work experience.
- A short cover letter explaining your interest in this position.
- One writing sample (no more than 250 words). This could include a snippet from a blog post, event description, speech, op-ed, news article etc. that you have written.

Applications will be accepted on a rolling basis until **January 13, 2022**. [Please apply here.](#)

The Samara Centre is committed to a diverse, equitable and inclusive workplace in which everyone is welcomed, valued, and supported. Please advise of any accommodation measures that would enable you to be interviewed in a fair and equitable manner. If you are a member of an equity deserving community we encourage you to self-identify in your application. Information received in relation to identity or accommodation will be kept confidential.