

About the Samara Centre for Democracy

The Samara Centre for Democracy is a non-partisan charity that is committed to securing an accessible, responsive and inclusive democratic culture in Canada. The Samara Centre's insights make it a go-to resource for active citizens, public leaders and the media.

Role Summary

The Communications 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 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:** August 2022
- **Salary:** \$55,000 annually
- **Location:** anywhere in Canada

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
- 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 larger communication initiatives, including major launches (podcast, book, etc.) and events
- Execute omnichannel campaigns and help measure their efficacy
- Assist with preparing key messages, op-eds, press releases, web content, newsletters and other communications materials as required

- Provide communications and editorial support to other team members as needed

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

Who we're looking for

Required

- You have a track record of successfully managing multiple public facing channels. You're familiar with: website management, digital marketing, social media platforms, blogs, podcasts, and other emerging platforms.
- 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 a knack for translating jargon and obscure terminology into language and narratives that resonate with people.
- 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 know how to strike the right balance between running independently and working collaboratively with teammates.
- 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 and engagement 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 data and analytics dashboards and tracking
- Previous work experience in government, civil society, public affairs or non-profit
- Familiarity with collaboration tools like Slack or Asana

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
- Two writing samples (no more than 250 words each)

Applications will be accepted on a rolling basis until **May 27, 2022**. Please send your application as a single pdf to Christine Latimer at christine.latimer@samaracanada.com. With the subject line: "Communications Coordinator."

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.

What to Expect

Selected candidates will be invited to an initial interview with our Director of Operations and Communications Manager.

Following that, candidates will be given a short writing exercise to complete.

Finally, candidates will be invited to interview with the Communications Manager, the Public Affairs Director and the Director of Operations. A list of references will be required.

We are expecting that we will extend an offer by early July 2022 with a target start date of early August.