

## PROGRAM COORDINATOR – Marketing & Communications

The St. John's Status of Women Council and Women's Centre is a feminist organization that has been advancing equality and justice since 1972 through political activism, community collaboration, and the creation of a safe, inclusive space for women and gender-diverse individuals in the St. John's area.

### Position Scope

The Marketing and Communications Coordinator is responsible for developing and delivering engaging, accessible content that amplifies the work of the St. John's Status of Women Council (SJSWC) and the Women's Centre programs. This role supports public awareness, community engagement, and advocacy by sharing the voices and experiences of women and gender-diverse individuals across digital, print, and community platforms.

Reporting to the Executive Director, this is a highly collaborative role working across all SJSWC programs; particularly Equity at Work, the Women's Centre, and Safe Harbour Outreach Project. The Coordinator translates frontline work into compelling, trauma-informed content, including social media, newsletters, reports, and campaign materials. They support events and public education initiatives, maintain brand consistency, and identify opportunities to expand reach and impact, while also strengthening internal communications and supporting staff to share their work effectively. This role helps ensure the organization's services are visible, accessible, and communicated in ways that reduce barriers and foster inclusion.

SJSWC is committed to building a diverse and inclusive organization and strongly encourages applications from women (trans and cis), gender-diverse individuals, Indigenous peoples, Black individuals, people of colour, people with disabilities, and those with lived experience of substance use, the sex trade, or the criminal justice system.

*Not sure if you meet all the qualifications?* Let us decide. We encourage applications from individuals who may not meet every requirement but bring relevant skills and experiences.

Accommodations are available throughout the recruitment process upon request.

### Responsibilities & Duties

#### *Marketing & Communications Strategy*

- Develop and implement a 12-month marketing and communications plan that aligns with SJSWC's mission, values, and strategic priorities.
- Identify opportunities to increase visibility, engagement, and community impact.
- Support public education and advocacy campaigns through messaging and storytelling.

- Create engaging, accessible, and trauma-informed content for social media, website, monthly membership newsletters, reports, and print materials.
- Translate frontline program work into compelling stories that highlight impact while maintaining confidentiality and dignity.
- Ensure consistency in branding, tone, and messaging across all communications.
- Apply accessibility best practices (plain language, alt text, inclusive design).
- Ensure content reflects anti-oppressive, feminist, and harm reduction principles.

### *Digital Communications & Platform Management*

- Manage SJSWC's social media channels, ensuring timely and consistent updates.
- Monitor engagement, respond to or forward inquiries as appropriate, and track analytics to inform future strategies.
- Identify trends and opportunities to expand digital reach and audience engagement.

### *Program Support & Collaboration*

- Work closely with other program coordinators to develop promotional materials, campaigns, and communications that support their work.
- Attend team meetings and maintain regular communication to stay informed of program developments and priorities.
- Provide tools, templates, and guidance to support staff in sharing their work effectively.
- Capture and share event highlights through photos, videos, and written content (as appropriate and with consent).
- Other related duties as required.

## **Qualifications & Experience**

- 3–5 years' experience in marketing, communications, or public engagement, ideally within a community and/or non-profit setting.
- Demonstrated ability to work collaboratively across teams, contributing to a positive, respectful, and accountable work environment.
- Strong understanding of, and commitment to, feminist, anti-oppressive, and harm reduction frameworks.
- Knowledge of issues impacting women and gender-diverse individuals—including gender-based violence, poverty, housing insecurity, and substance use—is an asset.
- Proven experience developing and executing communications content across platforms, including social media, newsletters, reports, and campaigns.
- Excellent writing, editing, and verbal communication skills, with the ability to tailor messaging to different audiences.

- Strong storytelling skills, with the ability to communicate complex or sensitive topics in clear, accessible, and trauma-informed ways.
- Experience supporting public education initiatives, advocacy campaigns, or community-based communications.
- Strong relationship-building skills, with the ability to collaborate effectively while maintaining appropriate boundaries.
- Highly organized and detail-oriented, with the ability to manage multiple priorities and deadlines with minimal supervision.
- Proficiency with digital tools (e.g., social media platforms, content management systems, design tools such as Canva or Adobe).

**Hours of Work:** 35 hours a week, Monday – Friday. This role does not qualify for a compressed work week.

**Salary:** \$55,000 - \$60,000 per annum, plus benefits.

**Duration:** Full-time for 12 months. The potential for extension is dependent on renewed and/or new funding.

**Closing Date:** May 1, 2026 at 4:30PM N/T

**Please email a cover letter and resume to:** [Hiring@SJWomensCentre.ca](mailto:Hiring@SJWomensCentre.ca)

***\*Applications without a cover letter will not be considered. Including examples of your work will strengthen your application and support the interview selection process.***

## **EQUITY STATEMENT**

SJSWC embraces diversity and is committed to greater equity in our programs and employment. Our goal is to attract, develop, and retain skilled and strong volunteers and employees from diverse backgrounds allowing us to benefit from a wide variety of experiences and perspectives. In line with this, preference will be given to applicants who identify as women (transgender and cisgender) and gender-diverse people who are: Indigenous, Black and people of colour, 2SLGBTQIA+, people living with disabilities, have experience in sex work, and women with experience in the criminal justice system. We encourage applicants to self-identify any marginalized experiences and identities in their application with the knowledge that disclosed experiences will remain confidential.

The person employed in this position must be eligible to work in Canada and upon being offered the position must submit a certificate of conduct (police records check) – please note the



-  ST. JOHN'S WOMEN'S CENTRE
-  MARGUERITE'S PLACE
-  SAFE HARBOUR OUTREACH PROJECT
-  SAFER SUBSTANCE USE PROGRAM

certificate of conduct does not have to be clear and any existing records will be discussed confidentially.