



Communication Specialist Job Posting

The Manitoba Council for International Cooperation (MCIC) is a coalition of organizations involved in international development. MCIC supports, connects and amplifies the work of its members and partners, while directly engaging and collaborating with Manitobans for global sustainability. MCIC is also responsible for distributing government funds designated for international development and humanitarian projects.

We directly engage and collaborate with Manitobans for global sustainability by:

- Supporting connections and capacity development in members and partners for greater impact
- Engaging the public to be active global citizens
- Supporting international cooperation through funding
- Maintaining and strengthening organizational wellness

MCIC receives funding from Global Affairs Canada for our Inspiring Action for Global Citizens (INSPIRE) project which is designed to engage and inform Manitobans on the United Nations Sustainable Development Goals (SDGs), gender equality and other global issues.

Job Profile

The Communications Specialist position is based in Winnipeg, Manitoba, and may require some travel, evening and weekend meetings. Reporting to the Director of Engagement and Learning, the Communications Specialist is part of the INSPIRE Project Team at MCIC.

Qualifications:

Education

- Degree in creative communications, public relations, digital media or similar
- Combination of education and experience will also be considered

Experience

- Managing social media accounts, including tracking and analyzing social media analytics
- Media relations and outreach
- Creating social media content, website and communications content using a justice, equality, diversity and inclusion lens
- Experience using graphic design software
- Video editing experience would be an asset
- International work experience and familiarity with the non-governmental organization environment would be an asset

Essential Knowledge and Skills

- Demonstrated excellent written and verbal communication skills
- Knowledge of international development and social justice issues
- Proficiency in Microsoft Office Suite: Word, Excel, Power Point; Adobe, Photoshop and Acrobat
- Highly organized and focused attention to details to carry out tasks promptly
- Ability to be flexible and creative in working with limited resources and multiple deadlines
- Skilled at setting priorities, developing work schedules, monitoring progress and tracking details, data, information and activities
- Ability to establish and maintain positive working relationships both internally and externally
- Ability to work cooperatively with others to set goals, resolve conflicts and make decisions that enhance the effectiveness of MCIC
- Bilingual: English/French desirable

Primary Duties and Responsibilities

The Communication Specialist is responsible for the following areas:

Communications content production and management – 75%

- Develop and maintain an overall communications plan for MCIC in consultation with the communications team
- Communicate with MCIC members and other key stakeholders
- Design and produce digital content, including e-newsletters, web stories and social media campaigns
- Design and produce printed materials, including posters, annual reports, brochures and other promotional materials
- Develop and manage content strategies for website and social media platforms, and provide guidance and support to the social media staff person
- Track and report on web and social media analytics
- Assist in the coordination of International Development Week

Media Relations – 20%

- Develop and nurture relationships with local, provincial and national media
- Compose press releases, media kits, media briefs and articles for other publications
- Coordinate media events
- Promote MCIC activities, events and campaigns
- Track and report on MCIC-related media coverage

Reporting – 5%

- Maintain records gathering analytics across all MCIC's digital platforms, including websites, newsletters, and social media platforms
- Keep records and report all direct and indirect reach from MCIC's events and activities
- Write narrative reports on communications activities as required

Other duties as assigned

Position: Full-time 37.5 hours/week

Salary Range: \$52,000-\$60,000 plus benefits

Application Deadline: August 30th, 2024 or until filled

Start Date: As soon as possible.

MCIC is committed to an inclusive, diverse, and safe workplace and to advancing anti-racism in all that we do. We value diversity in the workplace and believe our work is stronger when it benefits from the experience and knowledge of a diverse team. Applications are encouraged from all candidates, including women, Indigenous Peoples, people with disabilities, people of various sexual orientations, gender identities and expressions, racialized people, and others who can contribute to the diversity of our team and our work, and who share our mission. We are committed to providing an accessible candidate experience. If you need any accommodations or adjustments throughout the interview process and beyond, please indicate this in your application.

Please submit cover letter and resume by email to jobs@mcic.ca. Please indicate in the subject line the title of the position you are applying for.