

## People for Education is looking for a full-time, permanent, Communications Specialist!

Are you creative, collaborative, and a strategic thinker? Do you have experience coordinating multiple communications platforms and handling organizational big picture messages from start to finish? Are you interested in working with a small team of talented and energetic individuals who are passionate about public education?

People for Education ([PFE](#)) is a Canadian non-profit working to support system change in public education so that students will graduate from high school with the skills and competencies they need to succeed whatever path they choose. Key components of our work include:

- Fueling a pan-Canadian dialogue about the purpose, value, and quality of public education
- Convening youth, individuals, and organizations from inside and outside education to enhance a shared understanding of goals for public education
- Mobilizing and disseminating research to support policy development and system change

Reporting to the Executive Director, the Communications Specialist works collaboratively to implement the organizational communications strategy, in addition to supporting the PFE team in disseminating research and policy recommendations. This role includes communications planning, website management, graphic design, and social media. The ideal candidate will be able to take big ideas, identify the key messages, and effectively convey this information to the right audiences.

### Key Qualifications

- A Master's degree or graduate diploma/certificate in Communications or a closely related field
- 3 to 5 years' experience working in communications and design
- Experience working in the not-for-profit sector
- Mastery of social media platforms (i.e., Instagram, Twitter, LinkedIn)
- Superior writing and editing skills
- Strong attention to detail
- Excellent proficiency in Adobe Creative Suite, Hootsuite, WordPress, and HTML web development
- Ability to juggle competing priorities and multiple projects
- Excellent organizational and problem-solving skills
- Copy-editing skills and/or experience is an asset
- Bilingual in French is an asset

### Duties and Responsibilities

#### **Communications:**

- Collaborate with the Executive Director on the development and implementation of a short- and long- term communications strategy for the organization
- Manage and maintain branding consistency across all communications platforms
- Implement and create campaigns on MailChimp for newsletters
- Coordinate the development of marketing and communications campaigns and monitor their success
- Collaborate with the Research team to create a content calendar aligned with the various reports and research projects

- Distribute reports to the team on media touchpoints and overall metrics:
  - Conduct weekly social media scans and prepare short reports to share with the team
  - Track and manage listing of all PFE media touchpoints (interviews, webinars, quotes) – radio/television/newspapers/social media – online and print
  - Prepare monthly and quarterly metrics reports for PFE communications platforms

**Social Media/Website Management/Graphic Design:**

- Schedule social media content on a regular recurring basis
- Lead the writing and editing of social media content and graphics
- Maintain unified brand voice across different social media channels
- Review analytics across platforms, analyze online presence
- Update and maintain webpages on the organization website
- Design materials for both digital and print, such as, social media graphics, website materials, fundraising appeals, event collateral, and other communication materials via Adobe Creative Suite
- Develop concepts, graphics, and layouts for projects, reports, infographics, etc. as required
- Prepare drafts and rough copies of designs to support all PFE projects and to share with team members for review and feedback

People for Education is committed to having a diverse team that represents a variety of backgrounds, perspectives, and skills. This is a permanent full-time position with flexibility for working remotely and in-person. The salary range for this position is \$55,000 – \$70,000 per annum, commensurate with qualifications and experience. We are proud to be an excellent employer, with a great benefits package, a pension plan, and opportunities for professional development.

**Please note, to apply for this job you MUST submit a letter explaining why you want to work at People for Education in particular, and what past experiences would prepare you for success in an organization like ours. Send your letter and CV to [careers@peopleforeducation.ca](mailto:careers@peopleforeducation.ca)**

**The deadline for applying is Monday, November 29, 2021 at 12:00 p.m. EST.**