



JOB POSTING: DIGITAL ORGANIZING & COMMUNICATIONS

Workers' Action Centre (WAC) is a member-based organization committed to improving the lives and working conditions of people in low-wage and unstable employment. We operate a confidential hotline in multiple languages, support workers to defend their rights and organize to strengthen labour laws. We believe that a broad movement for decent work led by workers directly affected by poor working conditions is needed to build the collective power to win social and economic justice.

Our workplace is fast-paced, ever-changing, diverse, challenging and lots of fun. We are seeking a creative Digital Organizing and Communications staff person who can create engaging content, and develop digital strategies that will rapidly expand our community of supporters while driving online-to-offline actions. The ideal candidate will have a background in using digital tools for grassroots organizing, as well as experience planning and executing winning campaigns.

The Digital Organizing and Communications staff person will support provincial wide digital organizing strategies, including province-wide campaigns to improve labour laws like the Justice for Workers (J4W) Campaign. They will also work with WAC organizers to develop effective digital strategies for engaging new people to get them involved in the decent work movement.

WORK AREAS:

Digital organizing:

- Develop and implement digital organizing strategies that
 - advance campaign goals while broadening reach and moving supporters on a ladder of engagement
 - support membership and leadership development
- Develop and drive a social media strategy with a variety of audiences in mind;
- Develop, improve and manage membership & volunteer databases to support leadership development, capacity building, and other organizing goals;
- Support partner organizations in developing digital strategies and tech support for base building;

- Create and deliver digital organizing training to local and emerging leaders with the intent of expanding campaign capacity;

Communications:

- Update, develop and optimize campaign websites and action pages
- Create (or oversee all aspects of the production of) high impact communications materials for social media including graphics, short videos, etc.
- Write short-form original content (e.g., social media, SMS campaigns, phone banks)
 - Write long-form original content (e.g., speaking notes, media advisories, and releases)
- Develop a rapport with journalists, write and distribute media advisories and press releases;
- Contact individual media outlets, journalists, social media, independent media to raise awareness of our campaigns, actions and worker struggles
- Develop relationships with journalists and reporters and maintain an up-to-date database of journalists, reporters, and their publications.
- Track all instances where WAC & J4W receive media coverage.

QUALIFICATIONS & EXPERIENCE:

- Excellent verbal and written communications skills in English with the ability to write for a variety of audiences and platforms (knowledge of another language is an asset)
- Demonstrated experience supporting leadership development and capacity building centering racialized communities, women, migrants and/or low-wage workers
- Proven ability to execute digital communications strategies (from start to finish) that move people to take action
- Proven ability to develop promotional materials, with experience using Adobe Illustrator and InDesign to create visually effective digital content as well as print content for mass dissemination
- Proficiency using Nationbuilder (or other CRMs) with a focus on enhancing the user experience
- Experience working with specialist external contractors, including finding, briefing and managing contractors to deliver digital products including websites, videos and graphic design

- Strong database management skills that can provide strategic insights for base-building
- Experience facilitating meetings, delivering training, and making presentations using popular education and clear language
- Excellent project and time management skills with an ability to respond rapidly to day-to-day needs while conceiving and implementing bigger projects over time
- Strong social skills, friendly, approachable with good conflict resolution skills
- Basic understanding of HTML and CSS an asset
- Experience with media outreach, drafting speaking notes, news releases and advisories an asset
- Experience with e-activism tools (e.g., NewMode, Callhub) an asset
- Experience creating editable content through platforms like Canva an asset
- An understanding of the basic elements and principles of design an asset
- Experience with digital illustration an asset

Evening and weekend work is a requirement of the job. And while evening and weekend work is a requirement of the job, we strive to give ample time to staff so they may arrange care for their dependents.

Start date: January 2024, or as determined with the successful candidate.

Salary range: \$55,917 to \$67,911

Benefits: Employer-paid benefits package and RRSP contribution

Workers' Action Centre encourages applications from women, people of colour, Indigenous peoples, people with disabilities and other equity seeking groups. WAC is committed to a working environment and community free from racism, discrimination, harassment and violence.

Submit cover letter and resume by email to [hiring@workersactioncentre.org](mailto: hiring@workersactioncentre.org) by midnight November 22, 2023. Only candidates selected for an interview will be contacted.