



# YWiB National

## Communications

### Associate

#### POSITION IDENTIFICATION

**Position Title:** Communications Associate – YWiB National Team  
**Unit:** Marketing & Communications  
**Reports to:** Director of Marketing & Communications

#### POSITION SUMMARY

We want to leverage the Young Women in Business (YWiB) brand and reputation to help us strengthen our existing relationships and build new ones. We're eager to shape lasting relationships with our members, chapters and communities through multiple channels.

The **Communications Associate** will work closely with our Director of Marketing & Communications in overseeing all YWiB communications initiatives. This includes communicating with all existing chapters, creating resources, as well as assisting chapters with communication needs.

#### WE'RE LOOKING FOR YOU:

You are passionate about creating strong and impactful communications. You are excited to connect with and mentor others and are happy to provide advice and suggestions. You're happy to be a support and resource and are invested in professional development for young women across Canada.

#### WORK PERFORMED

- Serve as the first point of contact for all city and university chapters communication requests, questions, and concerns.
- Work with the Director of Marketing & Communications to develop and execute an internal (includes National, city and university chapter executives and members) and external (includes sponsors, partners, potential members, and the public at large) communication strategy to address both National and chapter-specific needs, effectively enhancing YWiB's image and position across Canada.
- Support the Director of Marketing & Communications in developing and training chapter executives as well as providing support and resources to chapters across Canada.
- Assist Marketing Associate with managing and maintaining social media accounts including content creation.
- Assist Web Developer with creating content for the YWiB National webpage.
- Assist National portfolios to design base content for external presentations.
- Assist in compiling metrics and measurable data points:
  - To understand webpage performance and adjust content as necessary.
  - To understand social media platforms performance and adjust content and tactics as necessary.
- Assist the Director of Marketing & Communications to develop and document communication processes and resources to help chapters with communication initiatives.
- Assist in ensuring that all communications (both digital and print) pushed out by chapters meets YWiB communication guidelines.

- Support the development of templates for various types of communications that may be needed by National and other chapters.
- Act as an ambassador for YWiB, addressing inquiries and concerns from external stakeholders with professionalism and tact.
- Attend monthly meetings including but not limited to:
  - YWiB National team.
  - All chapter presidents.
  - YWiB National Marketing & Communications team.

#### **QUALIFICATIONS**

- Post-secondary degree in Communications, Journalism and/or Public Relations, either in progress or completed.
- 1-3 years of volunteer or work experience preferred.
- Demonstrated experience developing and executing a communication strategy.
- Experience with social media.
- Excellent verbal and written communication skills with exceptional attention to detail.
- Highly organized, a self-starter, ability to prioritize and multitask.
- Love working with people and meeting deadlines.
- Have a go-getter attitude.

#### **HOW TO APPLY**

This is a volunteer position where the time commitment will vary depending on current projects from to 2 to 6 hours per week including monthly meetings. Please submit a resume to [national.hr@ywib.ca](mailto:national.hr@ywib.ca) with the subject line “Communication Associate – Your Name”