Communications & PR Lead

Your Role as Communications & PR Lead:
• You will develop the social media, digital and print strategy for sending out communications about our initiatives, collaboratively with the Executives and VP Marketing
• Build and maintain a media list of traditional and social contacts
• Your goal is to ensure the right people, get the right message at the right time without major conflicts
• Coach others in the team to create graphics and copy that is appropriate for different communications channels
• Skills in project management and social media management an asset.

Examples of Deliverables
• Creating a prioritization system for the scheduling of social media and email content
• Communications strategy for different types of initiatives
• Connect with the broader LGBT community to build new cross-promotional relationships

Commitment:
• Approximately 10-15 hours per week
• Mandatory attendance at monthly & quarterly management meetings
• Attendance at Marketing team meetings
• Participation in Out On Bay Street events and initiatives

Works Closely With:
• President & EVP
• Communications & PR Lead
• Creative Director
• Conference Marketing Lead
• VP Leaders to Be Proud Of, Student Awards Lead
• VP Regional Initiatives

Reports To:
• VP Marketing

Direct Reports
• none

Term: January 2017 – December 2017

Positions Available: 1