Communications Strategist
5 month Fixed-Term with possibility of extension
15-20 hours per week, $33.00 an hour
Remote/Virtual Home Office, ideally on the West Coast of Turtle Island

From Canada’s big cities to its remote land, waters, and rural communities, MakeWay provides uncommon solutions for the common good.

Our mission is to help Canadians secure a healthy environment in ways that promote social equity and economic prosperity. To tackle the complex environmental and social problems that we face in Canada today, MakeWay provides strategy, expertise, and tools to ensure changemakers can get from vision to impact.

The Inner Activist (IA) is a project of MakeWay shared platform. We bring together diverse trainers/facilitators and educators with a passion for social and environmental justice. The Inner Activist offers leadership development and education programming designed to help individuals and communities acquire the essential skills they need to be an effective force for change in their lives, workplaces and world. We believe that when our inner knowledge, awareness, drive for action and values are in alignment with our outer change-making work, each of us can tap into our full capacity to creatively and courageously transform ourselves and the world.

Work Culture
The Inner Activist currently has a small but mighty two-person staff team including the Project Director and Associate Project Director. Decisions among staff are made in collaboration and through consensus. Our staff team is supported by 8 experienced and skilled contracted faculty members who engage in curriculum design and deliver our programs. We also have a Steering Committee that meets quarterly to provide strategic direction and accountability to our communities.

We value and support a strong work-life balance, especially for a staff team that works remotely and potentially from a home office and we do this by communicating and honoring boundaries around work hours, having regular check-ins, and creating opportunities to give and receive feedback. We strive to walk our talk by engaging in inner work practice, being conscious of power in the ways it shows up in our team dynamics, and are committed to being in consensual, respectful, and accountable relationships with each other.

Role Overview
The main responsibility of this role is to ensure that the Inner Activist’s online engagement, programming, and communications are executed effectively and aligned with our strategic goals and guiding values.

The Communications Strategist position is a 5-month contract with the Inner Activist with possible extension contingent on available funding. Supervision for this role will be provided by the Inner Activist’s Associate Project Director.

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832 College St.
Toronto, ON M6G 1C8

Vancouver
400-163 West Hastings St.
Vancouver, BC V6B 1H5

Yellowknife
300-4902 49 St.
Yellowknife, NT X1A 2P8

makeway.org
1.866.843.3722
Responsibilities:
- Generates and manages campaigns, public relations through online platforms, and marketing activities designed to raise the profile of the Inner Activist, its programs and offerings
- Supports staff and faculty teams to effectively offer online training, workshops, and courses using engaging and innovative tools and software
- Provides leadership on engagement strategy for online audiences including prospective program participants, existing followers, and alumni
- Designs and produces effective and visually appealing communications and promotional materials
- Curates, creates, and implements a range of digital communication tactics to support the Inner Activist’s website and social media channels. Provides training for staff where needed on best practices around social media and web content management
- Develops, analyzes, and shares communication and marketing metrics with the team and others
- Collaborates with the Inner Activist’s Project Director and Associate Project Director creating and advancing a collective vision for our work by attending regular staff meetings, participating in some Inner Activist programs, committing to upholding the values of anti-oppression, decolonization, and intersectionality
- Engages in personal inner work practice and staying up-to-date with critical discourse and community perspectives on inner work and social justice

Core competencies and qualifications:
- A deep understanding and commitment to anti-oppression, decolonization, and intersectionality and ability to articulate these ideas through written and oral communications.
- Awareness and connection to inner work and contemplative practices such as but not limited to Indigenous land-based connection, meditation and mindfulness, somatic exploration, arts-based healing, ancestral/cultural spiritual and religious practices, etc.
- Education and training in a relevant field or equivalent work experience
- Previous non-profit experience in a leadership role in the area of communications and/or marketing
- Experience hosting online trainings, workshops, and courses considered an asset
- Knowledge and experience managing online meeting platforms (ie: Skype, Zoom, Go to Meetings, etc.) and social media and online engagement platforms (Facebook, Twitter, YouTube, Instagram, LinkedIn, Snapchat and Mailchimp)
- Ability to create graphic materials for promotion and communications purposes
● Strategic thinking skills and comfort with navigating complex ideas around equity and justice with the support of colleagues
● Excellent time management and self-organization skills for independent remote work

How to Apply

Please submit a cover letter (2 pages max) and resume in a single PDF file titled "CommunicationsRole_FirstnameLastname" to info@inneractivist.com by 11.59pm (PST) on Sunday August 9th, 2020.

Equity Statement
The Inner Activist actively encourages applications from equity seeking groups and recognizes the historical and current barriers to access power and influence. We integrate our work with an analysis that is intersectional and grounded in inner work practice, and committed to building relationships with BIPOC communities and everyone committed to movements for liberation, please apply if you are, but not limited to: First Nations, Métis and Inuit peoples, and all other Indigenous peoples; members of groups that commonly experience discrimination due to race, ancestry, colour, religion and/or spiritual beliefs, or place of origin; persons with visible and/or invisible (physical and/or mental) disabilities; persons who identify as women and non-binary; and persons of marginalized sexual orientations, gender identities, and gender expressions.

For more information about The Inner Activist and MakeWay, please visit:

https://www.inneractivist.com/

https://makeway.org/

As The Inner Activist is on MakeWay’s Shared Platform, the selected candidate will be an employee of MakeWay.

MakeWay is strongly committed to creating a diverse workplace environment and we welcome and encourage applications from the communities we serve. We are proud to be an equal opportunity employer.

MakeWay will provide accommodation during all steps of the hiring process, upon request, to applicants with disabilities. Please advise us if you need any accommodation.