



YWCA
TORONTO

NATIONAL ADVOCACY.
COMMUNITY ACTION.



YWCA Toronto transforms lives. As the city's largest multi-service women's organization, we help women and gender diverse people escape violence, move out of poverty and access safe, affordable housing.

We work tenaciously to break down barriers that hold women and gender diverse people back from achieving equality.

Internal and External Job Posting
Digital Marketing Assistant - Canada Summer Jobs Program
YWCA Jump Etobicoke
JOB ID: JUMP698

Employment Type:	Full-Time, Sessional
Work Hours:	35 hours a week
Salary:	\$15.00 per hour
Location:	222 Dixon Road, Etobicoke, ON M9P 3S5
Contract Start Date:	June 6, 2022
Contract End Date:	August 26, 2022
Application Deadline:	Monday, May 23, 2022

JOIN OUR TEAM

YWCA Toronto strives to uphold anti-discrimination practices and anti-oppression principles to ensure that the rights of all individuals are respected and protected. We work to promote a climate that is welcoming of all women and individuals who identify as Trans, intersex, non-binary, agender, and/or Two-Spirit. We encourage applications from women and gender diverse people from all races, ethnic origins, religions, abilities and sexual orientations.

The Digital Marketing Assistant is responsible for conducting research for proposal writing and supporting outreach efforts for newcomer women and youth.

ABOUT YWCA TORONTO – YWCA JUMP Etobicoke

YWCA JUMP Etobicoke is a settlement program for newcomer women, female youth and gender diverse people in North and Central Etobicoke. The program has a strong employment emphasis paired with services addressing the adaptation, settlement and integration needs of newcomer women, female youth and gender diverse people. A comprehensive portfolio of services include: needs assessment, information and orientation, pre-employment, job search and skills training programs, wellness and mental health supports, community connections and professional networking opportunities; satellite workshops are offered in the North/West end of the GTA.

KEY RESPONSIBILITIES

- Reviews existing marketing practices and material to convert then to an online, virtual environment;
- Assembles and compiles marketing research, data, statistics and other information;
- Conducts research to expand online/digital outreach efforts to meet the needs of newcomer women, youth and gender diverse people;
- Assists with the formatting and editing of new training programs and services;
- Supports the delivery of workshops and individual services;
- Conducts outreach activities in collaboration with the outreach/employment counsellor;
- Creates and/or update distribution lists and support the creation of digital newsletters;
- Researches, contacts and documents services in Etobicoke for newcomer women and youth;
- Supports social media marketing efforts to expand settlement services to a broad online community;
- Assist with event planning of community events;

- Administrative responsibilities as required.

QUALIFICATIONS

- Secondary, College or University student with a strong interest in marketing, communications, programming and multi-media **(Cases for Equivalency will be considered);**
- Knowledge of social media/digital research methods;
- Proficient with MS Office applications, especially Word and Excel;
- Good interpersonal and organizational skills with strong attention to detail;
- Good written and verbal communication skills;
- Demonstrates awareness of issues affecting women and girls;
- Knowledge of North West End (Etobicoke) community an asset

Note: Eligible applicants must: (1) be between 15 and 30 years of age at the start of the employment (2) have been registered as full-time students in the previous academic year and intend to return to school on a full-time basis in the next academic year (3) be Canadian citizens, permanent residents or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act (4) be legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations.

Vaccination Policy: In accordance with YWCA Toronto's COVID-19 Vaccination Policy, all YWCA Toronto employees are required to be fully vaccinated with a COVID-19 vaccination series by October 30, 2021. As a condition of hire, new staff will be required to submit proof of vaccination prior to their first day of work. The YWCA will consider written requests for accommodation under the Human Rights Code on a case by case basis and will accommodate those individuals who are legally entitled to accommodation.

HOW TO APPLY

Please submit your cover letter and résumé to Dolores Montavez-Ruz, Manager of JUMP Etobicoke and Women in Trades and Technology Programs at jumpetobicoke@ywcatoronto.org. **Please quote JOB ID number ECT698 and your name in the subject line.**

A vulnerable sector police reference check is required by the successful candidate prior to hiring. YWCA Toronto is a unionized workplace. Staff are represented by CUPE Local 2189. This position is not within the Bargaining Unit.

YWCA Toronto promotes the principles of anti-oppression and adheres to the tenets of the Ontario Human Rights Code. We encourage applications from women and gender diverse people of all races, ethnic origins, religions, abilities and sexual orientations.

YWCA Toronto provides accommodation during all parts of the hiring process, upon request, to applicants with disabilities. If contacted, please advise us if you require any accommodation. While we thank all candidates for their interest, only those selected for an interview will be contacted.

YWCA Toronto is a Scent-Sensitive Workplace.

Posting date: May 11, 2022