

Employment Opportunity

Marketing and Graphic Design Coordinator

Salary: \$40,000 - \$48,000 / year

Working at YWCA Banff

YWCA Banff is a community-based, feminist organization with over 100 years of experience in Banff and the Bow Valley. Governed by a volunteer Board of Directors, our organization shapes a safe, inclusive community that empowers women and their community in support of our vision of a thriving, equitable society. The primary role of the Marketing and Graphic Design Coordinator is to contribute to the overall social media strategy, brand image, and advocacy strategy of the YWCA Banff by supporting the Marketing and Communications team. The Marketing and Graphic Design Coordinator reports directly to the Marketing and Communications Manager and works closely and collaboratively with the other Marketing and Communications team members as well as all other departments.

A Day In the Life

Specific responsibilities include but are not limited to:

- Provide in-house graphic design support for the Marketing and Communications team, Events, Programs and Services, Harmony Project, Housing, Fund Development, and Advocacy and Outreach Programs
- Support the development and implementation of a communication plan
- Manage day-to-day social media content and creation of the monthly Content Calendar
- Create and manage a yearly Communications Calendar that outlines internal and external events, campaigns, programs, etc.
- Analyze and report on social media and website data
- Support the overall visual brand of YWCA Banff for consistency and impact
- Manage and perform website updates, ensuring pages are regularly maintained to ensure content is up-to-date and consistent
- Create and manage templates for all departments as needed, including email headers, newsletter templates, business cards, social posts, PowerPoints, documents, Annual Report, etc.

Qualifications & Experience

The ideal candidate offers:

- An undergraduate degree, diploma, or equivalent experience in design, marketing, communications, or a related field
- Experience with Adobe Creative Suite and proven graphic design skills essential
- Experience with social media marketing and website management is essential
- Experience with WordPress is beneficial but not required
- Strong communication skills – oral and written
- A high degree of creativity and flexibility as well as the ability to work both independently and on a team
- An understanding of the complex issues around gender-based violence, and housing and homelessness
- An understanding of inclusion, diversity, equity and anti-oppression principles and willingness to continue learning

Position Details

- This role is a year-round position at 37.5 hours per week
- Flexible Schedule
- A competitive benefits and compensation package with wellness time, RRSP contribution, paid professional development opportunities
- Staff accommodation available at discounted rate of \$10.00/day

If you want work that will change lives, we want to meet you.

If you are interested in this role, please submit a cover letter and resume to jobs@ywcabanff.ca.

To learn more about this opportunity or to request accommodation in the application process, please reach out to jobs@ywcabanff.ca

Applications will be accepted on an ongoing basis until December 11, 2023.

The YWCA offers a competitive benefits and compensation package with options for flexibility and encourages training and personal development for all employees.

YWCA Banff is committed to reflecting the diversity of our community and our field of work, in line with our commitment to building a thriving, equitable society for everyone. We celebrate diversity, recognizing it as both a strength and an advantage to our organization and community.

We encourage all qualified applicants to apply including women, persons with disabilities (seen and unseen), members of visible minorities, Indigenous Peoples, veterans, individuals of diverse gender and sexual orientation and all groups protected by the Human Rights Code.

YWCA Banff strives to create a working environment that is inclusive, psychologically and physically safe and ensures everyone can be heard and valued for their contributions. YWCA Banff is committed to making any reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. To request an accommodation, please email jobs@ywcabanff.ca.