

Employment Opportunity

Senior Communications & Marketing Officer

Organization Overview:

YWCA Edmonton is a powerful voice for equity and has been leading social change and progress for women, families and gender-diverse individuals in the capital region since 1907. Part of an international movement, YWCA Edmonton is a trusted provider of services, programs and advocacy work that transforms lives and helps build a stronger, healthier, and equitable community for all. We provide education and services to thousands every year through leadership programs, counselling, outdoor education, healing retreats and supporting people with disabilities.

Job Summary:

The Senior Communications & Marketing Officer is a key member of the External Relations team, responsible for elevating the profile of YWCA Edmonton and helping the public understand the impact of our work. This role leads our communications and digital content strategy, works closely with our agency partners and creates clear and engaging materials that support programs, fundraising and community outreach. The Officer oversees production of major publications like the Annual Report and Impact Reports, helps guide brand and messaging standards across the organization and supports media relations. The role also contributes to departmental campaigns, events and donor engagement work.

Employment Type:

Full-time (37.5 hours/week), hours typically between Monday – Friday in a flexible hybrid work setting. Occasional after-hours or weekend work may be required.

Responsibilities:

- Lead the development and delivery of YWCA Edmonton's communications plan to strengthen visibility, brand consistency and community engagement.
- Lead the strategy for social media and digital content while working closely with agency partners who manage day-to-day posting and design.
- Create written and visual content for the website, newsletters, donor communications and fundraising appeals.
- Maintain the organizational story bank and gather stories in a trauma-informed and ethical way.
- Produce major publications such as the Annual Report and Impact Reports by coordinating timelines, content and design across internal teams and agency partners.
- Develop marketing materials and support promotional plans for programs, services, events and fundraising campaigns.
- Work with communications agency partners on creative development, campaigns and major projects.
- Maintain brand guidelines and shared templates to ensure consistent and accessible messaging across the organization.

- Support media relations by drafting releases, preparing media briefs, coordinating interviews and responding to inquiries when needed.
- Collaborate with program teams to translate program work into clear and engaging public content.
- Support External Relations campaigns, fundraising events and donor stewardship activities.
- Assist with community events, advocacy campaigns and other public-facing initiatives as needed.
- Maintain communications systems, shared processes and documentation.
- Manage small project budgets and help plan annual communications priorities.
- Other duties that support the work of the External Relations department.

Qualifications:

- Post-secondary education in communications, marketing, public relations or a related field
- Three to five years of experience in communications or marketing, ideally in a nonprofit or community-focused environment
- Strong writing skills with the ability to create clear and engaging content for different audiences
- Experience developing digital content strategies and working with social media platforms
- Comfortable working with creative or communications agencies on campaigns and design projects
- Solid understanding of brand standards and accessible communications practices
- Experience producing reports or publications with multiple contributors and tight timelines
- Ability to translate program and service information into stories that connect with the public
- Strong project coordination skills with an ability to manage competing priorities
- A collaborative approach and comfort working with staff across multiple departments
- Familiarity with basic analytics tools and an interest in using data to improve engagement
- Commitment to equity, inclusion and trauma-informed communication
- High level of professionalism, discretion, and adherence to confidentiality
- Clear Criminal Record Check
- Passion for the mission and values of YWCA Edmonton

Equal Opportunity Commitment:

For over a century, YWCA Edmonton has been dedicated to creating a community in which everyone has an equal opportunity to achieve their full potential. We know that creating an equitable world requires diversity of thought and equity for all. We stay true to our mission by welcoming the unique contributions that each individual can make, and our hiring practices welcome all candidates. YWCA Edmonton is committed to maintaining a workplace environment that demonstrates a culture built on the fundamental principles of inclusion, diversity, equity, accessibility, and safety.

Acknowledgment:

YWCA Edmonton acknowledges that we are on the traditional land of Treaty 6 Territory and the Metis Homeland of Region 4. The footsteps of diverse Indigenous peoples have marked this territory from time immemorial — First Nations, Metis, Inuit, and now settlers from around the world. We are all treaty members, with recognition and respect for Indigenous Peoples and the traditional territories on which we live, work, and play. We call upon our collective honored traditions and spirits to share responsibility for stewardship of this beautiful land and our community.

Compensation:

We offer a competitive compensation package for the job that includes a salary commensurate with experience and education, full benefits package with RRSP employer matching contributions, and paid time off and holidays. Our hybrid work arrangement provides flexibility to work both in-office and remotely, ensuring work-life balance and personal pursuits. We value our employees and aim to provide a work environment that promotes growth, development, and well-being.

How to Apply:

Please submit your cover letter and resume to careers@ywcaedm.org.

Only qualified applicants will be contacted for a prescreening interview. Please do not call with inquiries. This posting will remain open until a suitable candidate is found.

