

Marketing & Communications Assistant, Summer

Job Overview:

The Marketing and Communications Assistant will support YWCA Edmonton's storytelling and public engagement work by helping create content, organize communication materials, and strengthen digital outreach. This role assists with social media, website updates, marketing collateral, and campaign support across multiple departments. Working closely with the External Relations team, the assistant will build practical skills in writing, content creation, digital marketing, and brand communication while contributing to work that highlights YWCA Edmonton's mission and community impact.

About YWCA Edmonton:

YWCA Edmonton is a dynamic equity-seeking organization guided by core values such as integrity, empowerment, diversity, innovation, equity, and compassion. Our commitment lies in fostering an inclusive community enriched by trust, opportunity, and dignity for all individuals.

We provide direct support to individuals with disabilities, deliver affordable mental health services, foster youth empowerment programs, and promote environmental stewardship and outdoor education at YWCA Camp Yowochas. Additionally, our advocacy work amplifies our dedication to creating positive change.

Beyond our direct programs, we actively collaborate with over 20 equity-seeking grassroots organizations in the community. As a backbone organization, we unite to build community capacity, ensuring marginalized groups receive the support they need to thrive. This collective effort reinforces our commitment to creating an inclusive society where everyone, including disabled individuals, can reach their full potential.

YWCA Edmonton's unwavering dedication to empowerment and collaboration is the driving force behind our work, shaping a future where every individual, regardless of background, can flourish.

Responsibilities:

- Assist with drafting and scheduling social media content across YWCA Edmonton platforms
- Support website updates, basic content refreshes, and organization of digital assets
- Help develop marketing materials such as program one-pagers, event graphics, or story highlights
- Gather content from programs, events, and staff to support storytelling and awareness
- Organize the photo and media archive to make content easier to access and use
- Assist with newsletters, donor updates, and external communications
- Track basic engagement metrics and prepare simple summaries for the team
- Support summer campaigns, program promotions, and event-related communications
- Collaborate with the External Relations team to ensure all materials align with brand guidelines
- Participate in regular check-ins and receive ongoing feedback and mentorship

Qualifications:

- Education or interest in communications, marketing, journalism, public relations, digital media or a related field
- Strong writing skills with the ability to adapt tone for different audiences
- Basic familiarity with social media platforms, scheduling tools, or content creation tools
- Good organizational skills and attention to detail
- Ability to work independently and manage multiple tasks
- Comfort gathering stories and information from staff and programs
- Design or basic editing skills (Canva, Adobe Express, etc.) are an asset but not required
- Interest in equity, community work, and the mission of YWCA Edmonton
- Clear Criminal Record Check
- Must be between 18 and 30 years old under CSJ eligibility

Employment Type: 37.5 hours per week

Period of Work: 8 weeks

Salary: \$16.00/hour