



## **PART-TIME COMMUNICATIONS LEAD BEREAVED FAMILIES OF ONTARIO - TORONTO**

**Contract:** This is a 6 month contract with a possibility of renewal (dependent on funding)

**Hours:** This position is 15-20 hours per week

**Compensation:** \$22 per hour

**Location:** From home (with possibility of in-person occasionally)

**Reporting:** Executive Director

### **About BFO Toronto**

Since 1978, BFO Toronto has provided support to those who have experienced a life changing loss such as that of a child, parent, spouse or other close or chosen family. Through a model of peer support, our small staff team and large pool of volunteers provide one to one and group support to over 500 bereaved Torontonians annually. BFO Toronto strives to build a city-wide community of support not only through our groups, but through regular community and memorial events.

### **What We Offer:**

We are a small non-profit organization with an extremely dedicated (and in many cases long-serving) volunteer base. Our staff team is small but mighty, we work quickly, efficiently and well together. Although this contract is short term we are looking for a true team player and ideally someone with lived experience with grief and understands the importance of our mission. We offer flexible hours, work from home/virtual environment, a supportive team that “gets” the importance of work-life balance, a values- driven organization where you can make a big difference and positive impact.

### **About the Role**

The Communications Lead will be responsible for building a communication strategy as well as our infrastructure, supporting the promotion of our mission and work, ensuring regular engagement and transparency with our volunteer base and partners, internal and external communication through email, social media and website design and updating. The role requires confidence at communicating with people and groups on all issues and at all levels as well as being able to be flexible and work under pressure (at times).

## RESPONSIBILITIES

- Oversight of social media calendar (scheduling, posting and making adjustments as required)
- Build our database of testimonials and stories
- Coordination with event committees and fundraising committee as necessary
- Act as key contact for BFO Toronto's communications needs
- Lead the development/design of promotional materials, online donations, website, newsletters, and mailing lists as well as social media
- Track data and produce impact reports as requested,
- Work with ED and Event Committees to develop media releases

## About You

We're looking for a self-starter who can work well independently but knows when they need the support of their team and has the talents listed below:

- Purpose driven storyteller – finding, creating, and amplifying stories of connection, community and impact
- A strong communicator – can translate ideas and stories to speak to different audiences and motivate others to action
- Marketing/communications strategies are your strength and you are excited to help us build and execute an effective plan
- You are an expert in social media (and other channels) and can make recommendations while keeping our budget in mind
- A strategic thinker and campaigner, you have the ability to transform our group participant and volunteer stories into meaningful and impactful campaigns that engage and motivate others to action
- Participatory and inclusive – engaging and learning from people with different lived experiences to you is a personal value of yours and you thrive working with others
- Receptive to feedback and working with others- you see feedback as an opportunity for learning, communication and growth
- Outgoing, you're able to approach people and build rapport quickly
- Collaborative team player – will take initiative

## About Your Background

While degrees and academic qualifications are important to complete the work outlined in the scope of this job we recognize that some might not have degrees or professional designations due to systemic barriers and we encourage you to apply. We care about your mix of skills and lived experiences, work and volunteer experience also count and want to hear about you in your cover letter.

We will be looking for someone who has:

- Experience in marketing, design, campaigning, writing or community mobilization
- A track record of creating and implementing effective campaigns
- Knowledgeable in multiple social media platforms and tracking metrics.
- A proven ability to be flexible and quickly move between different tasks

## Interested in applying?

Please submit a cover letter, resume and portfolio (social media posts, video, flyers, etc) to Executive Director Sarah Garcia-Heller: [sarah@bfotoronto.ca](mailto:sarah@bfotoronto.ca) by **Friday June 9th, 2023**.

At BFO, we strive to be an equitable and inclusive employer. Our commitment to equity is grounded in an organization-wide goal of achieving teaching, peer-support and healing environments that are free of discrimination and harassment. We encourage people from all backgrounds to apply to our positions.

We thank all applicants for their interest, however, only those selected for an interview will be contacted. Please inform us if you require accommodations during the interview process.