



unitycharity.com | 126-20 Carlton Street, Toronto, ON, Canada M5B 2H5 | @unitycharity

## **MANAGER OF COMMUNICATIONS AND EVENTS – JOB POSTING – UNITY CHARITY**

**About Unity Charity:** Unity is a national charity using hip hop art forms to promote resilience and well-being among youth, building healthier communities. Unity engages youth 12 to 29 by implementing school and community programs helping youth positively express their stress and develop skills for success. Unity empowers youth to make better choices as leaders, mentors and positive community role models leading to more productive citizens, safer schools, and healthier communities.

**Profile:** The successful candidate will have an innovative, entrepreneurial and caring spirit and a passion for the Unity Charity mission. A post-secondary diploma or degree in a relevant field and knowledge of Hip Hop culture and its related art forms will be considered definite assets. We are seeking someone with 5+ years related experience in communications, marketing and event management, preferably in the not-for-profit and/or performing arts sectors, who is a results-oriented, accountable team player driven to improve the lives of youth in the community.

If you thrive on variety and want an opportunity to use the full range of skills you have developed throughout your career in a fun, creative and passion-driven environment, then come join our team. We offer a robust benefits package, professional development opportunities, and a number of soft perks for our employees.

**Role Description:** Working closely with the Director of Development and Communications, and overseeing the work of a Communications Coordinator and a Social Media Coordinator, the Manager of Communications and Events is the communications lead for the organization and chief custodian of the Unity Charity brand. This role is responsible for managing all aspects of external communications and marketing related to Unity, and managing the delivery of the organization's 2 flagship annual events - The Bounce Back and Unity Fest.

**Compensation:** \$55,000 to \$63,000, plus benefits and 15 days vacation

**Working conditions:**

- Position is based out of Unity's head office in Toronto. However, due to the COVID-19 pandemic this position will be working remotely, and on site only as needed, at the moment. Some ongoing remote work is likely.
- Regular hours (flexible), Monday to Friday, occasional evenings and weekends in times of heavy deadlines or events

## **Key Accountabilities:**

### **Communications Strategy and Workplan Development**

- In partnership with the Director of Development and Communications, support the development of the overall strategic plan for communications, marketing, branding, and flagship events
- Based on the strategic plan and in collaboration with the broader team, design and implement creative annual work plans that effectively market programming for youth and emerging artists, fundraising and awareness raising campaigns, merchandise sales, and flagship events, and effectively communicate the impact of our work to key audiences across multiple mediums
- Support the development of communication plans in collaboration with sponsors and community partners to execute strategic initiatives
- Identify and monitor key performance indicators, identify process and operational roadblocks, and own solution development alongside the leadership team
- Manage annual budget allocations overall and per project, with attention to reporting on ROI

### **Content Development**

- Develop a regular cadence of creative, engaging, accessible and impactful content, linking to the strategy and culture of Unity and its programs
- Lead the production of communication materials including, social posts, newsletters, video communications, blogs, news releases, program reports, and other communications materials as needed
- Manage in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of content development projects

### **Website Management and Digital Marketing**

- Manage and develop Unity's existing creative digital media suite, including the monitoring and maintenance of the Unity website, social media channels, and online advertising placements and targeting
- Design digital campaigns to target specific audiences, placing an emphasis and discipline on campaign performance to help with recommendations for future initiatives
- Drive digital media and marketing conversion for tracking and SEO

### **Event Management**

- Lead the planning and production teams for Unity's flagship events - The Bounce Back and Unity Fest - establishing deadlines and ensuring they are met
- Alongside communications team and any external vendors, establish event branding direction and ensure all content and collateral is in alignment
- Set up event ticketing platforms and online event pages as needed
- In collaboration with the planning and production teams, establish run of shows for the events, and brief speakers and MCs on key messaging
- Assign staff roles for event day delivery and brief as appropriate

- Act as main point of contact on event days, troubleshooting and ensuring that proceedings run smoothly

### **Team Leadership**

- Foster teamwork, collaboration, and learning within the team and across departments, contributing to a positive work environment
- Provide management oversight and technical support to team member/s supporting communications to achieve their goals and objectives
- Own major end-to-end processes on projects, take initiative, and use problem solving skills to think beyond the task to the outcome that needs to be achieved
- Stay informed of developments in the field of marketing and communications within the industry to foster ideas and innovation

### **Skill & Qualifications**

- 5+ years of progressive experience in communications, marketing and branding, including the development of communications and marketing strategies for a variety of audiences
- Demonstrated experience in developing strategic, compassionate and culturally safe communication, using an inclusive, equitable, and anti-racist lens
- Demonstrated experience in event planning and management, ideally within the performing arts sector
- Strong project management skills, ability to work to deadlines, and manage multiple projects with a high attention to detail
- Exceptional writing and editing skills with the ability to create compelling content for multiple target audiences through several different mediums
- A strong understanding of digital marketing technologies, best practices, and optimization of digital marketing channels and tools including social media (Instagram, Twitter, Facebook, Youtube, Twitch, LinkedIn), digital advertising and analytics (Google Adwords, Grants and Analytics), and email marketing (Constant Contact).
- Strong technical and troubleshooting skills with proficiency in website management tools (WordPress, web hosting), fluency in HTML and CSS is also an asset
- Intermediate skills working with Adobe programs including Photoshop, Illustrator, InDesign and Premiere Pro
- Ability to work collaboratively on a team yet comfortable running a project or task independently

**Unity advocates for individuals from diverse backgrounds and encourages applications from BIPOC individuals and individuals with varying abilities.** Those with diverse abilities who need accommodation in the application or interview process, or those needing job postings in an alternative format, may contact [rebecca.h@unitycharity.com](mailto:rebecca.h@unitycharity.com)

**How to Apply:** To apply for this role, please forward your cover letter and resume by **Thursday, October 14, 2021** to [maddie.l@unitycharity.com](mailto:maddie.l@unitycharity.com)

*Unity sincerely thanks all applicants for their expressed interest in this opportunity; however only those selected for an interview will be contacted.*