



Communications Officer

Job description

Reporting to the Executive Director, the Communications Officer is responsible for disseminating the MSAC's brand identity as an organization and promoting its services and subsidiary brands, including its province-wide Sexual Violence Helpline. The person we are looking for will be engaged and dynamic, sensitive to issues surrounding the various forms of sexual violence, and able to use their creativity to develop and adapt the voice of the MSAC for different target audiences. The Communications Officer will also be in charge of setting up the Sexual Violence Helpline's new TikTok account.

Responsibilities

- Participate in identifying communication opportunities for enhancing the brand awareness of our organization and its services, and implement communication plans.
- Ensure that the brand identity of the Sexual Violence Helpline's and the future brand identity of the MSAC are accurately represented on different communication channels and in material intended for various audiences.
- In cooperation with stakeholders, participate in developing multi-channel communication for different audiences to ensure cohesive communication with internal teams and partners.

Tasks

- Social media
 - In cooperation with various internal stakeholders, participate in developing content strategy and an editorial calendar.
 - Produce content (texts, visuals, videos) in compliance with the editorial line of the MSAC and the Sexual Violence Helpline.
 - Manage and curate our Facebook, Instagram and X (formerly Twitter) accounts, as well as our future TikTok account, and respond appropriately to comments on social media.
 - Analyze the performance of our publications and propose any necessary adjustments to our content strategy.
- Websites
 - Ensure that the content of the sexualviolencehelpline.ca / infoaideviolencesexuelle.ca website and the future cvasm.org website is up to date.
 - Participate in updating the content of the Sexual Violence Helpline blog and coordinate content production with participating contributors.
- Promotional material
 - Manage requests for promotional material and liaise with service suppliers.
 - Create promotional material when necessary for different visibility opportunities, providing content and graphics as required.



- Ensure that external MSAC representatives have the right tools with the correct brand image (letterhead, PPTs, bookmarks, banners, etc.).
- Manage print orders as needed.

- Events
 - Handle requests and report on outside events.
 - Represent the MSAC at promotional events on occasion.

- Publicity
 - Ensure that Google Ads are up to date and performing well.

The person we are looking for must have the following qualifications:

- Bachelor's degree in communications or other related field
- Equivalent work experience will also be considered
- Two to three years' experience in communications, with at least one year in a similar position
- Excellent knowledge of social media and digital communication
- Knowledge of issues related to victims of sexual violence
- Skills in writing, synthesis and analysis
- Creativity, attention to detail and a highly developed artistic sense
- Proficient in French and English
- Sound organizational skills, judgement, initiative and autonomy
- Keen interest in new trends and technologies in the area of social media
- Good knowledge of the Canva platform, Adobe Creative Suite and video editing software
- Knowledge of the WordPress platform would be an asset

Excellent employment conditions:

- Three-year full-time contract position, with possibility of renewal
- Annual salary on hiring: \$54,360
- Workplace that offers challenges and fosters professional development
- Excellent work atmosphere
- Group insurance and pension plan

Start date: January 2024

About the Montreal Sexual Assault Centre (MSAC)

The not-for-profit organization Montreal Sexual Assault Centre is a compassionate workplace that values mutual support and collaboration. Our staff members are constantly dedicated to our mission of helping victims of sexual violence recover from their experience.



Centre pour les victimes d'agression
sexuelle de Montréal
Montreal Sexual Assault Centre

Since 1980, the MSAC has provided a safe, non-judgmental space where anyone affected by sexual assault is welcomed, listened to, believed and supported in accordance with their choices.

With the help of over 60 employees, the MSAC offers:

- medico-social services for sexual assault victims 18 years of age and over
- individual counselling for sexual assault victims 18 years of age and over
- listening and information 24/7 provided by the Sexual Violence Helpline for people of all ages
- support for teams working in designated centres across Québec

To submit an application

The Montreal Sexual Assault Centre is committed to the principles of diversity and employment equity. If you are interested in applying for this position, please send your resumé and letter of motivation to:

Deborah Trent, Executive Director
Email: cv@cvasm.ca

Please note that only those candidates selected for an interview will be contacted by email.