

Communications Coordinator (Atlantic region)

About Us:

Canadian Parents for French is a non-profit organization promoting French-language educational and cultural opportunities for youth. Canadian Parents for French believes in a bilingual Canada where young people have the opportunity to learn and use both of Canada's official languages. Our passion is to build relationships that support youth, parents and educators in French second language.

About the Role:

We are looking for an experienced Communications Coordinator to help us build our public relations, promotions and social media networks in the Atlantic region.

Canadian Parents for French, Nova Scotia and PEI Branches are seeking a candidate to fill the role of Communications Coordinator to support our Atlantic branches. The position can be based out of either branch office. The Communications Coordinator (Atlantic region) is a hybrid position and will require occasional travel within the Atlantic region.

Duration: Contract until to March 2026.

Workweek: 20-25 hours per week

Application Deadline: April 26, 2024.

Remuneration: \$25-\$32 per hour depending on experience

Key tasks include, but are not limited to:

- Using CPF brand guidelines develop materials such as project brochures, powerpoint templates, and newsletter communications.
- Develop and execute a search engine optimization (SEO) program to ensure that the CPF Atlantic branches and projects are visible and easily accessible.
- Write and edit for a wide range of traditional communication channels including but not limited to press releases, news articles, op-ed pieces, ad copy, etc.
- Write or provide support on content for project-specific public and stakeholder consultation materials.
- Update and ensure that CPF branding is consistently applied across our existing print media and materials.
- Coordinate responses and develop key messages for projects.

- Provide regular guidance and support to Atlantic branches through one-on-one meetings, teleconferences, emails, etc.
- Assist with public relations through research, presentations, media, briefs on range of issues at the local school and provincial level.

About You:

- Diploma or degree in Communication, graphic design, public relations, marketing or related field, or an acceptable combination of education and experience.
- 1-3 years experience in a similar role.
- Previous experience supporting and empowering groups of volunteers and staff.
- Excellent French and English language communication skills, written and verbal.
- Experience using the following social media platforms: Facebook, Twitter, Instagram, LinkedIn and Youtube.
- Experience with Microsoft Office programs: Word, Powerpoint, Excel and Outlook.
- Experience using Adobe Creative Suite programs: InDesign, Photoshop, Illustrator, Wordpress, Elementor, and Canva are considered an asset but not required.
- Visual skills such as photography, design, etc.
- Ability to work collaboratively in a team-oriented environment and balance responsibilities.
- Willingness and availability to travel and to work flexible hours.
- A valid driver's license and car are considered an asset but not required.
- Must be a resident of Canada or eligible to work in Canada.

What's in it for You?

- Meaningful work with national colleagues, partners, and engaged staff.
- Your daily work will have a direct impact on shaping the FSL opportunities for children in Canada.
- Hybrid Work Model

How to apply:

Please send a detailed cover letter, resume, salary expectations and portfolio samples (writing, visual or both) to Deb Powers, Human Resource Manager, dpowers@cpf.ca

While we thank all applicants for their interest, only candidates selected for an interview will be contacted. If you require accommodation, please make your request known when contacted. CPF fosters an inclusive work environment. We welcome and prioritize applications from Indigenous Peoples, racialized people, persons with disabilities, and those who identify as 2SLGBTQIA2+. We can accommodate during all phases of the selection process. We invite applicants to self-identify if they are part of a priority group.