



YMCA-YWCA
We build strong kids,
strong families, strong communities.

JOB POSTING

Date: September 1, 2010
Position: **Communications Manager**
Location: Administration Offices – 3550 Portage Avenue
Salary: Commensurate with qualifications and experience
Placement: October 2010

Association Overview: The YMCA-YWCA of Winnipeg is a charitable organization whose mission is to foster the growth and development of people and communities in spirit, mind and body. The YMCA-YWCA of Winnipeg consists of 4 health, fitness and recreation facilities, 2 camps - Camp Stephens, our resident camp and Camp Y, our newest resident day camp and training facility, 3 preschool childcare centres and 29 school age centres with a total annual operating budget of \$20.7 million. The Association offers programs and services including health, fitness and recreation, family and children's services, camping, international development, employment training, women's programs, mental health programs, fine option/community service order placements and community outreach programs

Position Overview: The Communications Manager will be responsible for providing direction, vision and leadership to the operational communication plan. This position will work to effectively position the YMCA-YWCA of Winnipeg with all stakeholders. Additionally, there is a significant focus on media relations and marketing to generate awareness about the scope of the YMCA-YWCA.

Required Qualifications:

- Post-secondary education in a related field
- Exceptional and versatile writing, ability to transfer thoughts from the complex to the simple
- Solid consumer insight and business plan development
- Demonstrated ability to think strategically and execute creative design with an eye for detail
- Progressively responsible career achievements in a comprehensive communications portfolio
- Leadership in the creation, production and dissemination of compelling content in all media and for diverse audiences
- Demonstrated ability to link and use new technologies to achieve organizational goals
- Ability to engender enthusiasm, creativity and innovative approaches
- Media and/or government relations experience, an asset
- Willingness to work flexible hours

YMCA-YWCA Competencies

- Results Focused
- Valuing Diversity & Social Inclusion
- Ethics & Self Management
- Effective Interpersonal Skills
- People Management
- Planning & Initiative

Responsibilities:

- Counsel and support communications for the CEO YMCA-YWCA of Winnipeg and the YMCA-YWCA of Winnipeg executive team
- Ensure consistency of branding and messaging across the association
- Develop and maintain an association-wide communication calendar to proactively prepare our association for effective understanding and implementation of events, signature programs, etc
- Manage the preparation, design and distribution of the Annual Report, all brochures and marketing materials
- Assist with the development and support of association special events
- Provide support to the Woman of Distinction Dinner
- Oversee maintenance and development of the YMCA-YWCA of Winnipeg's web presence
- Manage media relations for YMCA-YWCA of Winnipeg

All interested candidates are invited to forward their résumé, along with a covering letter, in strict confidence by **Sept 15, 2010** to:

Human Resources
YMCA-YWCA of Winnipeg
604 – 428 Portage Avenue
Winnipeg, Manitoba R3C 0E2
Fax: (204) 942.1615
Email: mbeaudet@ymcaywca.mb.ca

Please be advised that offers of employment are contingent upon the successful completion of a police records check.