

Windmill Microlending is a registered charity, converting potential into prosperity by offering low-interest loans to help skilled newcomers obtain the credentials they need to restart their careers in Canada. Since 2005, Windmill has approved over \$22 million in microloans to over 4,000 skilled immigrants and refugees.

Windmill has an ambitious growth plan, and expects to serve 4,000 skilled newcomers a year by 2023.

The Position

The Communications Specialist will be a key member of the marketing and communications team, developing and implementing tactics and programs to drive Windmill's objective of supporting many more skilled immigrants and refugees a year.

This work will include increasing Windmill's visibility and credibility via media relations, stakeholder relations, digital communications, events and other communications initiatives.

The Communications Specialist will have the following responsibilities:

Communications & Community Relations

- A wide variety of writing projects, including development of client success stories, web content, newsletter content and social content
- Media relations, including planning, development of media materials, interview preparation for Windmill staff and stakeholders, media outreach and reporting
- Management of Windmill newsletters (write/solicit content, manage lists) and other communications products
- Research and post social media content, support social media moderation as required
- Attend events to promote Windmill
- Events administration and support
- Marketing and communications administration (including website updates, managing translations, administrative support for marketing campaigns)
- Other activities/projects as assigned

Competencies and Characteristics

- Strong and compelling writer with experience writing/editing communications and marketing materials
- Demonstrated experience in media relations and related reporting
- Experience with social and digital communications and marketing
- Creative, organized and detail-oriented
- Flexible with a desire to grow and develop as a communications professional
- Comfortable managing and prioritizing among multiple tasks simultaneously and handling multiple deadlines
- Able to work independently, as part of a Toronto-based team, and as part of a national team located across the country
- Excellent people skills; experience in collaborating in a multi-disciplinary, diverse and dynamic team
- Demonstrated resourcefulness in setting priorities, proposing new ways of creating efficiencies

- High-energy, self-motivated approach and entrepreneurial aptitude
- Personal qualities of integrity, discretion, confidentiality, credibility and a commitment to Windmill's mission and values
- Motivated to help immigrants and team members to succeed

Qualifications and Knowledge

- Has three to five years' experience in a marketing/communications/public relations capacity; post-secondary education in this area is considered an asset
- Recent portfolio of writing; demonstrated media relations outputs an asset
- Related experience which demonstrates growth and the progression of skills and responsibilities
- High level of familiarity with MS office, knowledge of common digital media platforms and is familiar with using these platforms for marketing and communications

Working Conditions:

- Based in Windmill's Toronto office, located at Bay and Bloor
- Shared open office space
- Full-time (37.5 hours/week)
- Reporting to Manager, Communications under National Director, Marketing and Communications

Salary:

- Commensurate with experience. Windmill offers an attractive compensation package including a competitive salary, health/wellness, RSP and vacation benefits.

Interested candidates are invited to send a cover letter and resume to hr@teamwindmill.org, subject line "**Communications Specialist**"

Applications will be accepted until a suitable candidate is selected. We thank all applicants for their interest; however, only those considered for an interview will be contacted directly. No phone calls, please.