



United Nations Association in Canada
Association canadienne pour les Nations Unies

Bilingual Communications Officer - Terms of Reference

Project:	Building Young Entrepreneurs
Location:	Ottawa, Ontario
Duration:	March 2021 – March 2022
Start Date:	As soon as possible
Work Station:	Remote work until further notice
Salary:	44.000\$ - 50.000\$ per annum

About UNA-Canada

The United Nations Association in Canada (UNA-Canada) is a national charitable organization with the mandate of educating and engaging Canadians in the work of the United Nations (UN) and the critical global issues that affect us both in Canada and internationally. Established in 1946, we are committed to *growing global citizens* who embrace the principles of the UN in order to build a stronger, more outward-looking Canada. As the leading policy voice on multilateralism in Canada, UNA-Canada holds the elected Vice-Chair of the World Federation of UNAs representing global civil society.

Project Background

Building Young Entrepreneurs for Sustainable Employment programme bridges multibarriered and vulnerable youth to meaningful and durable employment through skills training, networking, mentoring, and internship placement with businesses. The programme targets youth 18-29 years of age who are un- or underemployed, facing multiple barriers, and looking for opportunities to augment their skills, or acquire new ones, toward sustainable employment. It bridges multibarriered and underrepresented youth to meaningful and durable employment through skills training, networking, mentoring, and internship placement with businesses. The programme targets eligible youth across Canada with a plan to recruit, train and support roughly 55 youth in 2020-2021 and same number in 2021-2022 culminating in a National Expo event each year.

Scope of Work

UNA-Canada seeks a full-time Communications Officer (CO) passionate and knowledgeable about the capabilities of online engagement and communications to expand develop and manage content for Building Young Entrepreneurs.

The Communications Officer (CO) is responsible for providing strategic communications expertise in the development and execution of Building Young Entrepreneurs and its alignment to UNA-Canada's mandate. This includes, but is not limited to, liaising with existing and potential partners and working closely with the Project Manager, Project Officer and volunteers.

The Communications Officer will work under the supervision of the Project Manager to:

- Support project team (Senior Director, Project Manager, Project Officer and volunteers) with strategic communications management and the development of content for digital use;
- Assist the Building Young Entrepreneurs team with logistical communications support for various events throughout the year;
- Organize, revise and streamline existing content of the online platform as needed;
- Develop, write, monitor and publish new content to engage participants, alumni and stakeholders;
- Curate social media campaigns and affiliated materials in alignment with UNA-Canada's organizational vision;
- Assist project team with research as needed;
- Assist in content planning, coordination, and production for UNA-Canada's podcast;
- Carry out any other duties related to communicating project success or as requested.
- Review background material on the project and become familiar with its goal, objectives and targeted demographics;
- Work closely with Project Manager to widely promote project among appropriate networks;
- Work with the project team to coordinate logistics for recruiting participants, training workshops and mobilizing community and business partners to host and mentor participating youth as business interns;
- Manage the preparation of briefing and training material for business-hosts and recruited participating youth;
- Assist with translating training and programme promotional material from English to French;
- Participate in training workshops to support the logistic requirements of youth and trainers;
- Collaborate with the Project Manager to mobilize additional resources for the project to ensure its continuity and long-term sustainability;
- Compile data, lessons learned and promising practices on the programme that can be shared with funders, youth-serving agencies and others interested in promoting youth sustainable employment in Canada and globally; and
- Conduct any other activities related to the effective and efficient implementation of the project, and as requested by the Project Manager and Senior Director.

Qualifications and Skills

- Must be fluently bilingual (English and French);
- University degree in Communications, Digital Media, Public Administration, Education; Political Science, Business, Marketing, Environmental Science or related field;
- Experience with Strategic Communications and Marketing -- certification or courses taken will be an asset;
- Communication strategies and best practice principles and proven experience in applying them and achieving results in a complex environment;
- Experience using various social media channels (Facebook, Twitter, Instagram, etc.);
- Skills in Photoshop, Illustrator, Canva or equivalent application(s) considered as asset;
- Have excellent leadership, communications and youth engagement/management skills;
- Be self-directed and able to work independently with limited supervision, yet able to be a flexible team player;
- Have interest in, and knowledgeable about small businesses, start-ups and finance literacy or business education;
- Possess knowledge of, and active engagement with youth from diverse cultural and social economic communities and backgrounds;
- Have a maturity level to work with senior management officials, business partners and relevant government officials as appropriate;
- Be able to organize events that engage multi-stakeholders;
- Have knowledge of social media and on-line training tools;
- Proven experience, planning and implementing conferences, summits, workshops, training sessions and/or virtual events;
- Ability to analyze data and prepare concise reports;
- Exceptional organizational abilities and time management skills to meet deadlines, multitask prioritize and seize on emerging opportunities;
- Proven facilitation, around youth leadership-building skills, with excellent knowledge and experience motivating learners to engage in solution seeking;
- Excellent ability to work cooperatively in a team environment with staff, volunteers and public;
- Pay keen attention to details, with measured and sound decision-making skills; and
- Contribute to overall programme development and UNA-Canada growth.

Equal Opportunity Employer

UNA-Canada is committed to building a network of employees that reflects and harnesses Canada's diversity. We do not discriminate on the basis of gender, race, ethnicity, religion, sexual orientation, political affiliation, etc. UNA-Canada recruits candidates based on merit and seeks to foster a workplace that encourages acceptance, empathy, and diversity.

UNA-Canada is committed to the principles of employment equity and applies GBA+ analysis in our recruitment processes. Applications are encouraged from racialized people, Indigenous people, people living with disabilities, queer and trans people, and women (QTBIPOC).

Applications

Please submit your resume along with a one-page cover letter to germain.laigle@unac.org no later than 11:59pm EST on Wednesday March 10, 2021. In the subject line, please put BYE-CO-Last name, First name. UNA-Canada will not accept calls regarding the position. We thank all applicants for their interest, but due to the high volume of applications, only qualified candidates will be contacted.