
Position Summary:

The United Way Peterborough & District (UWP) operates as an open, dynamic, high functioning team that values resourcefulness, creativity, and integrity. United Way is an essential part of our community's social fabric. We are part of the social contract that creates equality of opportunity and works to empower and mobilize our neighbours, organized labour and corporate partners to contribute their time, resources and influence to build strong, inclusive communities.

Reporting to the Senior Director, Operations, the Communications Officer coordinates and implements United Way Peterborough & District's organizational communications. The Officer supports communications strategy development in collaboration with senior leadership and translates approved organizational priorities into communications plans, content, campaigns, media activity, digital engagement, and measurable communications outcomes. As UWP's primary operational communications resource, the Officer works across the organization to ensure UWP's stories, impact, fundraising activities, community initiatives, organizational positions, and public information are communicated effectively, consistently, accessibly, and aligned with organizational priorities.

Key Duties and Responsibilities:**Communications Planning & Strategy**

- Develop and implement annual communications work plans aligned with UWP's organizational strategy, campaign priorities, community-impact objectives, and operational requirements.
- Contribute to the development, implementation, and ongoing refinement of UWP's organizational communications strategy in collaboration with the Senior Director, Operations, CEO, and other teammates.
- Translate approved organizational priorities into communications media campaigns, activities, timelines, deliverables, and measurable outcomes.
- Develop and maintain annual editorial calendars, content plans, publication schedules, and communications timelines.
- Coordinate communications requirements across organizational departments and initiatives to ensure appropriate sequencing, consistency, and alignment.
- Identify emerging communications opportunities, audience needs, reputational considerations, and potential communications risks and bring forward appropriate recommendations.
- Provide communications advice and recommendations to staff and leadership within the scope of the position.

Content Development & Storytelling

- Develop, write, edit, coordinate, and publish organizational content across UWP's communications channels.
- Transform organizational information, data, community-impact results, fundraising activity, and partner stories into clear, compelling, and audience-appropriate communications.
- Develop and edit stories, reports, presentations, newsletters, campaign materials, donor communications, organizational announcements, speaking materials, and other public-facing publications.
- Work collaboratively with Community Impact, Campaign, Finance, leadership, and other subject-matter contributors to obtain accurate information, data, stories, and source material.
- Ensure organizational content reflects approved messaging, appropriate tone, accessibility considerations, and UWP's mission and values, in alignment with UW Brand Guidelines.
- Maintain an organized inventory of communications materials, photography, graphics, templates, stories, and other organizational content assets.

Digital Communications & Online Presence

- Manage the day-to-day operation and content of UWP's website, social-media channels, newsletters, email communications, and other public-facing digital platforms.
- Develop, schedule, publish, and monitor digital content in accordance with approved communications plans and editorial calendars.
- Maintain website content and coordinate routine updates to ensure organizational information remains current, accurate, accessible, and relevant.
- Monitor social media activity and coordinate appropriate responses to routine public engagement and inquiries.
- Identify opportunities to strengthen UWP's digital presence, audience engagement, reach, and accessibility.
- Monitor and analyze communications performance across digital, social, email, website, media, and campaign channels.
- Track audience engagement, reach, website activity, media coverage, content performance, and other relevant communications measures.

Media Relations & Public Communications

- Coordinate UWP's day-to-day media relations and maintain productive working relationships with local and regional media.
- Draft and coordinate news releases, media advisories, announcements, statements, background materials, key messages, and media packages.

- Receive and coordinate media inquiries, ensuring requests are appropriately directed to designated organizational spokespersons.
- Coordinate interviews, press conferences, media events, announcements, and other media activities.
- In collaboration with other teammates within the organization, prepare briefing materials, key messages, background information, and other communications support for organizational spokespersons.
- Monitor media coverage relating to UWP, its priorities, community issues, partners, and areas of organizational interest.
- Identify media opportunities and proactively recommend approaches to strengthen public awareness of UWP's work and community impact.

Campaign, Donor & Event Communications

- Provide communications support for UWP's annual fundraising campaign, donor engagement activities, community-impact initiatives, organizational events, and other priorities.
- Work collaboratively with the Campaign Associate and Campaign Officer to develop and coordinate fundraising communications, workplace campaign materials, donor-facing content, sponsorship recognition, and campaign storytelling.
- Develop and coordinate communications plans and materials for campaign launch, recognition activities, community events, announcements, and other organizational initiatives.
- Support appropriate recognition of donors, sponsors, volunteers, community partners, and funded organizations across UWP communications channels.
- Coordinate photography, content capture, promotional materials, signage, digital communications, and media requirements associated with organizational events.

Education & Experience:

- Post-secondary education in communications, public relations, journalism, marketing, digital media, or a related discipline, or an equivalent combination of education and relevant professional experience.
- Previous professional experience in communications, public relations, marketing, journalism, digital communications, or a related function.
- Demonstrated experience developing written and digital content for multiple audiences and communications channels.
- Experience managing websites, social-media platforms, newsletters, email communications, or other digital channels.
- Experience supporting media relations, public relations, campaigns, events, or organizational announcements.

- Experience working in a nonprofit, charitable, community-service, public-sector, or similarly mission-driven environment is considered an asset.

Knowledge, Skills & Abilities

- Excellent written communication, editing, proofreading, and storytelling skills, with the ability to translate complex information into clear, engaging content.
- Strong verbal communication and interpersonal skills.
- Strong understanding of communications planning, audience engagement, brand management, media relations, digital communications, and content development.
- Demonstrated proficiency in developing and publishing digital and social media content, including written posts, graphics, photography, and short-form video.
- Ability to independently create professional visual communications materials, reports, campaign materials, newsletters, and presentations using tools such as Canva, Adobe Creative Suite, Microsoft PowerPoint, or equivalent platforms.
- Demonstrated ability to manage websites, email marketing platforms, social media channels, and other digital publishing tools.
- Strong organizational and project-management skills, with the ability to manage multiple communications priorities, deadlines, campaigns, and stakeholders.
- Ability to maintain consistent organizational branding and use communications analytics to improve content and audience engagement.
- Sound judgment in identifying communications, reputational, and public-relations risks, with demonstrated discretion in handling sensitive or confidential matters.
- Ability to work independently while collaborating effectively with organizational leadership and subject-matter experts in a fast-paced environment.
- Commitment to accessibility, inclusive communications, accuracy, and UWP's mission of building a strong, inclusive community.

Working Conditions/Physical Environment:

Work performed in an office environment based in downtown Peterborough. Non-traditional hours are sometimes required due to deadlines or event/meeting schedules.

Benefits:

Extended Healthcare Benefits/Matched RRSP contribution/Paid holidays, vacation days and sick days/Office is closed between Christmas and New Years/Half-day Fridays in July and August

Position type & Salary Range:

The current posting is for a 1.0 FTE, starting at \$55,000.00, with a salary range up to \$60,000.00.

Vacancy Status:

This posting is for an active Job Vacancy

Diversity & Inclusion:

United Way Peterborough & District is committed to creating an inclusive, equitable, and accessible workplace that reflects the diversity of the communities we serve. We welcome applications from all qualified candidates and particularly encourage applications from Indigenous, Black and racialized people, persons with disabilities, women, members of the 2SLGBTQIA+ community, and individuals with diverse lived experiences and identities.

Accommodations are available upon request throughout all stages of the recruitment and selection process. If you require an accommodation or this job posting in an alternative format, don't hesitate to contact recruitment@uwpeterborough.ca.

How to apply:

Please send your cover letter and resume to recruitment@uwpeterborough.ca. We will review applications on a rolling basis, and the posting may close once we identify a suitable candidate. Due to the volume of applications, we will contact only candidates selected to move forward in the interview process.