



COMMUNICATIONS DIRECTOR (Permanent, full-time)

POSITION TITLE: COMMUNICATIONS DIRECTOR
POSITION CLASSIFICATION: DIRECTOR, EXEMPT
REPORTS TO: BOARD OF DIRECTORS
DIRECT REPORT(S): TBD

Location: Hybrid, with a significant proportion of time working onsite in our downtown Vancouver office (subject to COVID-19 precautions)

Schedule: 40 hours per week, some flexibility in scheduling

Compensation: \$70-80,000/year, generous paid leave, extended health benefits available on commencement

About us: [SWAN Vancouver](#) is a non-profit organization with offices located on the stolen ancestral lands of the Musqueam, Squamish & Tsleil-Waututh Nations; our work takes us to and through the unceded territories of many other Nations. Through frontline services and systemic advocacy, SWAN promotes the rights, health, and safety of im/migrant women who are engaged in indoor sex work. Centering safety, rights, self-determination, equity, and integrity, SWAN is an anti-racist, intersectional feminist organization that prioritizes the voices, lived realities, and needs of the im/migrant women we serve. All of the women accessing SWAN's services are racialized, and our service and work are strongly influenced by multiple and varied intersections they experience in their lives, including race, class, age, socioeconomic and immigration status, language, and ability.

The opportunity: SWAN is looking for a Communications Director who is passionate about SWAN's mission and skilled in communications and fundraising in an advocacy and service provision context. SWAN has recently gone through a period of significant growth; you, the ideal candidate, are excited to deepen relationships with SWAN's supporters and lead SWAN's growing team in holding organizational relationships with intention and purpose. You are a collaborative and thoughtful leader who communicates clearly and honestly, engages people in planning and decision-making processes, and brings your

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commitment to intersectional feminism and anti-racism into every aspect of your work.

The Communications Director is a new leadership position at SWAN, leading communications and fundraising (both individual and institutional) efforts within a small non-profit team (currently 8-10 staff). SWAN has shifted to a collaborative 3-director leadership team model: Program Director, Operations Director, and Communications Director, who jointly report to the Board of Directors.

To succeed in this role, the Communications Director must be a strong communicator and relationship builder and have a collaborative approach to leadership. SWAN seeks a team member with the ability to work effectively with people from various abilities, life situations, and cultural backgrounds. Language skills in Cantonese, Mandarin, and/or other languages spoken by im/migrant women who are engaged in indoor sex work in Metro Vancouver are a strong asset, as is experience leading communications in a bilingual or multilingual environment.

The successful candidate will serve as a passionate, visionary leader whose primary role is to build and steward SWAN's connections with our supporters, community partners, and the general public through effective communications, fundraising, and strategic coordination.

SWAN recognizes that people from communities who experience marginalization (e.g., on the basis of gender, ethnicity, citizenship/immigration status, sexual orientation, socioeconomic status, involvement in sex work) may be less likely to apply for leadership positions. We strongly encourage you to apply if you have a passion for SWAN's mission and meet the required qualifications and competencies.

We welcome applications from people for whom this would be their first director-level role. Applicants with lived experience in sex work, immigration and/or the migrant work sector will be given preference.

POSITION REQUIREMENTS:

Communications and Brand Management

- Oversee SWAN's communication's strategy, including all internal and external communications (e.g., emails, newsletters, blog posts, website content, social media posts); collaborate with staff to ensure effective implementation.



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- Provide strategic oversight and management of SWAN's public-facing brand, including online and social media presence, messaging, and marketing.
- Oversee and/or create graphic design.
- Coordinate, train, and support SWAN spokespeople; act as a SWAN spokesperson as appropriate.
- Collaborate with the Operations Director and other team members as appropriate regarding digital security policies and practices.

Fundraising

- Collaborate with the Programs Director and Operations Director on fundraising strategy and implementation, with a focus on grassroots and major donor fundraising, fundraising infrastructure, and communications.
- Develop and implement both grassroots and major donor acquisition and stewardship strategies, with support from staff.

Portfolio Management

- Assess, develop and manage communications and fundraising to achieve the goals outlined in SWAN's Strategic Plan.
- Lead budgeting and financial management for communications and fundraising areas, as part of SWAN's overall budgeting process.
- Provide effective management, guidance, mentoring, and professional development opportunities to direct report(s) to empower a dedicated team to perform well in their time with SWAN and support their career goals.

Leadership

- Work collaboratively as part of the leadership team to ensure the health and effectiveness of the organization and its people, to develop and implement strategy, and ensure that the organization is effectively governed.
- Lead by example in using consensus building as a tool to empower staff in making and enacting decisions and being accountable to each other, our supporters, SWAN's community partners and most importantly the women we serve. Provide supervision to staff as needed.
- Oversee risk management strategies in the areas of organizational reputation, compliance with Canada's Anti-Spam Law (CASL) and Canada Revenue Agency tax receipting requirements, communications/fundraising infrastructure security, and donor relations and privacy.



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QUALIFICATIONS & COMPETENCIES:

We strongly encourage you to apply if you have a passion for SWAN's mission and meet the below requirements:

- You share a strong passion and alignment in values with the work SWAN does and what SWAN stands for
- 4+ years of organizational communications experience, at least 1 year at a management / director level preferred
- 2+ years of experience in non-profit or community-focused work
- 2+ years of fundraising experience (especially leading individual giving, digital fundraising, and/or fundraising for an advocacy organization)
- A strong professional aptitude for technology, including Microsoft Office Suite; small office technology; Customer/Client/Constituent Relationship Management systems (we currently use SUMAC); WordPress; MailChimp or other similar newsletter/digital communications platforms; and Canva or similar basic graphic design.
- The ability to provide effective feedback regarding organizational communications, including graphic design, messaging, and public education, including related to time-sensitive and/or politically sensitive issues.
- The ability to synthesize complex issues and effectively communicate them to diverse audiences.
- The ability to communicate clearly and build relationships of trust both inside and outside the organization, including with people with different identities and life experiences from you, and with different policy views.
- The ability to represent SWAN to other organizations, advocates, policymakers, the media, and other stakeholders.
- The ability to coach, coordinate, manage, and train colleagues as appropriate.
- Emotional intelligence and understanding of how power and marginalization function in organizations, and the ability to lead and communicate with composure when faced with difficult interactions.
- A highly collaborative approach as well as the ability to work independently.
- The ability to take responsibility for the position responsibilities identified above, including identifying where you will require additional training or external assistance in order to succeed.



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The following are considered additional assets (we do not expect any one candidate to have all of these and in several cases can provide significant mentorship and/or training):

- SWAN is particularly interested in considering applications from Mandarin and Cantonese speakers to reflect and support the majority of im/migrant women served by SWAN.
- Policy knowledge and/or education relevant to SWAN's mission.
- Experience with frontline community-serving work, particularly for racialized or otherwise marginalized people and communities.
- Experience (paid or volunteer) working with integrity in coalitions or social movements which are aligned with SWAN's values.
- Experience leading or coordinating communications and/or public education efforts in a bilingual or multilingual environment.
- Experience working (particularly managing people) in a bilingual environment.
- Experience with media relations and/or journalism.
- Experience acting as an organizational spokesperson, comfort with public speaking.
- Experience with fundraising software and knowledge of digital security best practices.
- Experience managing project and/or departmental budgets.
- Proven experience at integrating the principles of social justice, decolonizing practices, trauma-informed practice, and diversity, equity, and inclusion in both theory and practice.
- Experience with succession planning and/or change management.
- Experience with non-profit governance and/or creating inclusive, welcoming spaces for volunteers and women who access SWAN's services.
- Experience (paid or volunteer) in an organization that undertakes politically sensitive advocacy work.

APPLICATION PROCESS:

The application deadline is November 13, 2022 at 11:59pm. Interested individuals are encouraged to submit a cover letter and resume to jobs@swanvancouver.ca. Please send PDFs with your full name first in the file name, e.g. WaiChenResume, HsuAmandaCoverLetter.

The hiring team may adapt the recruitment process as needed in order to understand candidates' potential to succeed in this role. Currently, we anticipate that this selection process will include:



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- Shortlisting, likely involving a short phone screening call
- A time-limited practical round (modest honorarium offered)
- An interview, which will be via video call
- Reference checks (please be prepared to provide the names and contact info for three references who can speak to your experience and potential for this role)

We hope to make an offer to the successful candidate by mid-December. We hope that the successful candidate will be available to start by mid-January but can be flexible for the right person (for example, if the candidate would need to relocate from another community).

The hiring team intends to contact all candidates who submit a complete application with updates on their progress through our selection process. We ask that candidates do not call the office. We thank all candidates for their interest and time in applying to the position.



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