



Digital Marketing and Communications (Consultant) (Contract position)

Position Type: Contract/Part-time (10-12hrs per week)

Location: Ottawa, ON (hybrid work environment)

Compensation: \$25/hr (must remit their own taxes to CRA)

Duration: until March 31, 2027

Reports to: Chief Operating Officer

Who We Are

At Women Speak Up, we make space for women to use and amplify their voices towards personal growth and community change. The mission of Women Speak Up is to give women the tools and practical opportunities to use their voices with confidence, sharing their extraordinary stories within a supportive environment. We are dedicated to developing women for maximum positive impact at home, at work, in business, and in the community. Four key programs areas drive our work: storytelling, coaching, community connections, and purposeful living. Our core values are truth, courage, openness, and patience. We provide the forum, information, strategies, and network of support that will help women to live purposefully and take actions that are in alignment with their values or what matters most to them. We have the privilege to nurture a vibrant community of women in the City of Ottawa and a growing community of women also in the City of Toronto. To learn more visit: www.womenspeakup.ca

Position Summary

The Digital Marketing & Communications Consultant will strengthen and execute Women Speak Up's digital marketing and communication's strategy, enhancing the organization's digital presence and visibility, amplify its mission, and ensures that program stories, events, and organizational impact reach women in our community and across university campuses in Ottawa and Toronto. This role will involve a combination of strategic engagement (30%), compelling storytelling (40%), and analytics-driven reporting (30%) to engage priority audiences: young women (age 18-25) on university campuses, community partners, and funders. The consultant oversees social media, content creation,

website communications and media relations, and brand communications to support organizational growth and engagement.

Key Responsibilities

- **Digital Strategy** — Refine and execute a digital marketing and communications strategy that increases reach, engagement, and program participation.
- **Strategic Communications Planning** — Refine and implement annual and project-specific communications plans that support organizational goals, program visibility, and community engagement.
- **Content Creation** — Produce compelling content for social media (graphics, videos, stories, and promotional materials), newsletters, blogs, and campaigns; maintains a comprehensive communications calendar to coordinate announcements, campaigns, and storytelling moments.
- **Graphic & Visual Communications** — Oversees and contributes to the creation of branded visuals, infographics, and promotional materials (using Canva or similar tools).
- **Storytelling & Impact Narratives** — Collect participant stories, testimonials, and program outcomes to create compelling narratives that demonstrate impact.
- **Social Media Management** — Manage posting content, schedules, engagement, community interactions, and analytics across all platforms

Storytelling & Impact Communications

- **Brand Voice & Messaging** — Ensure a consistent, empowering brand voice across all digital/communication channels; update messaging frameworks as programs evolve.
- **Campaign Development** — Lead digital campaigns for events, fundraising, awareness, and advocacy initiatives.
- **Website content management & Oversight** — Maintain and update website content to reflect current program descriptions, opportunities, blog posts, and impact stories to ensure accuracy and relevance.
- **Analytics & Reporting** — Track communication performance metrics (open rates, engagement, reach) and provide insights to improve reach and impact.
- **Media Relations** — draft press releases, media advisories/kits, key messages, scripts and talking points for public announcements, presentation, and events; build and maintain relationships with journalists, local media outlets, campus media, and community publications; pitch stories that highlight Women Speak Up's impact.

Stakeholder & Internal Communications

- **Internal Communications** — Support internal updates, staff communications, and messaging alignment across teams and volunteers.
- **Crisis & Issues Communications** — Support leadership in preparing statements, responses, and messaging during sensitive or time-critical situations.
- **Stakeholder Messaging** — Prepare communication materials for partners, funders, collaborators, and community stakeholders.

- **Accessibility & Inclusivity in Communications** — Ensure all communications meet accessibility standards and reflect inclusive, women-centered language.

Qualifications

Education & Experience

- Bachelor's Degree or in Communications, Marketing, Public Relations, Journalism, Digital Media, or a related field.
- 2-3 years' experience in digital marketing, communications, or public relations—preferably in a nonprofit or community-based setting.
- Experience creating content for social media, websites, newsletters, and campaigns.
- Strong storytelling, copywriting, and visual communication skills.
- Proficiency with social media platforms (Instagram, Facebook, LinkedIn), analytics tools (Google analytics or Meta Insights) and design software (e.g., Canva required; Adobe Suite).
- Ability to work independently and deliver high-quality content on deadlines.

Skills & Competencies

- **Strong Writing & Editing** — Excellent written communication skills, ability to write clear, compelling, and inspiring content for multiple audiences.
- **Digital Literacy** — Proficiency with social media platforms, analytics tools, and design software (e.g., Canva).
- **Brand & Messaging** — Ability to maintain consistent voice and tone across communications.
- **Media Relations** — Experience engaging with media outlets and preparing press materials.
- **Project Management** — Strong organizational skills and ability to manage multiple deadlines.
- **Creativity** — Ability to generate fresh ideas for storytelling, campaigns, and engagement.

Equity & Inclusion

- Understanding of issues affecting women, including leadership, empowerment, safety, and community engagement.
- Ability to communicate respectfully and effectively with women from diverse backgrounds.
- Lived experience related to women's empowerment or community advocacy is considered an asset.

Working Conditions

- Hybrid work environment with a mix of remote and in-person activities.
- Occasional evening or weekend work to support events or campaigns.
- Must be comfortable working independently and collaboratively within a small team.

How to Apply

Submit your resume and cover letter to: wsu_adm@outlook.com

Deadline for application/Closing: June 15, 2026, at 11:59pm

Must be legally allowed to work in Canada.

We thank all candidates for their interest and advise that only those selected for an interview will be contacted.

We are an equal opportunity employer and welcome applications from candidates of all backgrounds and experiences. If you require accommodations at any stage of the recruitment process, please let us know, and we will do our best to work with you to meet your needs.