



## INTERNAL/EXTERNAL JOB POSTING

**Position:** Marketing & Outreach Worker - Language Interpretation Services

**Job Type:** Part-time (21 hours/week), October 2022- March 2023, with the possibility of extension

**Reports to:** Manager, Language & Interpretation Services (LIS)

**Application Deadline:** September 19, 2022

### About IWSO

Immigrant Women Services of Ottawa (IWSO) is a community-based agency serving immigrant women. IWSO's mandate is to:

- Empower immigrant and racialized women to participate in the elimination of all forms of abuse against women and their children.
- Provide culturally responsive services to facilitate immigrant women's access to community and mainstream services.
- Deliver programs to assist immigrant women in their journey to attain their full potential.

### Position Summary

In consultation with the Manager of Language and Interpretation Services, the Marketing & Outreach Worker implements the Marketing & Outreach Program.

### Main Responsibilities include

- Prepare, develop and implement an appropriate and achievable marketing & outreach communications plan and resources and activities to support it.
- Conduct relevant research and maintain a list of prospective clients/contacts.
- Establish and maintain effective relationships with local, provincial, and federal agencies community and business organizations, and other parties to bring awareness of the availability of Language Interpretation Services.
- Promote the Language Interpretation Services at marketing events, information fairs, and public presentations within the community.

- Using Social Media, promote the LIS department to the potential community, and business organizations.
- Promote IWSO in the social media account.
- Update the LIS website as needed.
- Prepare progress reports as required.
- Evaluate the program in consultation with the Manager of Language and Interpretation Services, on an annual basis.
- Participate in all staff meetings and external meetings as required.
- Contribute to the overall functioning of the agency and perform other duties as may be assigned.

## Qualifications

- Post-secondary education in Public Relations/Marketing/Business Administration or a combination of education and experience.
- Experience in community outreach.
- Experience in presentation design, program planning, and evaluation.
- Knowledge of barriers experienced by women who are newcomers to Canada.
- Understands the various forms of violence against women.
- Proficiency in the use of computers, collaborative cloud computing (e.g., Microsoft Office, Google Suite, M365), social media, and various software applications used for public relations and outreach (e.g., MailChimp, Constant Contact, CRM packages, etc.)
- Excellent interpersonal, organizational, problem-solving, sales, and marketing skills.
- Ability to work in a multi-disciplinary and multicultural team environment.
- Proficiency in English is required, and fluency in French is an asset.
- Must be legally entitled to work in Canada.

## APPLICATION PROCESS

Qualified candidates are invited to submit a cover letter and résumé by **September 19, 2022, 6:00 pm** to:

Search Committee: Position Marketing & Outreach Worker - Language & Interpretation Services, Immigrant Women Services Ottawa; Email: [infomail@immigrantwomenservices.com](mailto:infomail@immigrantwomenservices.com)

IWSO welcomes and encourages applications from members of equity-seeking groups, including but not limited to, candidates who are racialized, indigenous, LGBTQ+, and people with disabilities. We thank you in advance for your interest. Only those candidates with the minimum qualifications will be contacted and considered for an interview.