

Description for Communications Executive

Position

The Communications Executive will coordinate the Chapter's overall communications strategy. Reporting to the President and the Vice-President, the Communications Executive will work collaboratively with the Marketing Executive to develop and implement communication strategy to broaden the impact of the Chapter's programs and oversee organizational messaging.

Commitment

- 1-year term
- 4-6 hours/ month, the time commitment may be higher and/ or during certain Chapter events or actions
- Attend all Chapter meetings, as outlined in CCMW by-laws
- Agree to CCMW's values and principles as outlined on the next page

Prerequisite

Be a paid member of the Chapter

Responsibilities

- Collaborate with the President and Vice-President to develop communication strategies that will broaden programmatic reach and deepen impact
- Create and implement the Chapter's monthly e-newsletters
- Plan and execute the organization's social media plan to promote programs, promote events, drive member recruitment
- Maintain detailed member database
- Develop and refine the Chapter's "core" messages to ensure organizational consistency
- Identify significant media and public policy issues that can be leverages to support the Chapter's work, and create and implement plans to exploit them.
- Serve as executive editor for the organization's e-newsletters and social media
- Oversee organizational response to inquiries about the Chapter

Qualifications

- Significant communications experience that includes a blend of advocacy and media relations

- Ability to use platforms such as Mailchimp, Buffer, Canva, Facebook, LinkedIn, Twitter and Google Plus
- Strategic thinker
- Ability to work independently and as a team player
- Possess tact, discipline and attention to detail
- Skills to have: good record keeping, ability to utilize contacts and networking
- Ability to prioritize and manage multiple partners
- Ability to inspire and motivate others
- Knowledge of CCMW and its activities on local and national level
- Graphic design experience is an asset

Training

You will be supported and trained by the past Chapter Communications Executive Committee member before the officially starting in January 2016.

Submission

Please send your cover letter, resume and writing sample to toronto@ccmw.com with the "Communications Executive" in the subject line by Friday, December 18 , 2015 at 12 am.

Mission

Ensure the equity, equality and empowerment of Canadian Muslim women.

Values

- To promote Muslim women’s identity in the Canadian context.
- To assist Muslim women to gain an understanding of their rights, responsibilities and roles in Canadian society.
- To promote and encourage understanding and interfaith dialogue between Muslims and other faith communities.
- To contribute to Canadian society the knowledge, life experiences and ideas of Muslim women for the benefit of all.
- To strengthen the bonds of sisterhood among the Muslim communities and among Muslim individuals.
- To stimulate Islamic thinking and action among Muslim women in the Canadian setting.
- To acknowledge and respect the cultural differences among Canadian Muslim women, and to recognize and develop our common cultural heritage.
- To promote a better understanding of Islam and the Islamic way of life in the North American setting.
- To represent Canadian Muslim women at national and international forums.
- To encourage the organization and coordination of Muslim women’s organizations across Canada.

Guiding Principles

- We are guided by the Quranic message of God's mercy and justice, and of the equality of all persons, and that each person is directly answerable to God.
- We value a pluralistic society, and foster the goal of strength and diversity within a unifying vision and the values of Canada. Our identity of being Muslim women and of diverse ethnicity and race is integral to being Canadian.
- As Canadians, we abide by the Charter of Rights and Freedoms and the law of Canada.
- We believe in the universality of human rights, which means equality and social justice, with no restrictions or discrimination based on gender or race.
- We are vigilant in safeguarding and enhancing our identity and our rights to make informed choices amongst a variety of options.
- We acknowledge that CCMW is one voice amongst many who speak on behalf of Muslim women, and that there are others who may represent differing perspectives.
- We aim to be actively inclusive and accepting of diversity among ourselves, as Muslim women.