



**LEAF**  
**FAEJ**

WOMEN'S LEGAL  
EDUCATION & ACTION FUND  
FONDS D'ACTION ET D'ÉDUCATION  
JURIDIQUE POUR LES FEMMES

## Communications and Advocacy Manager Job Posting

The Women's Legal Education and Action Fund (LEAF) is a national non-profit organization dedicated to advancing the equality rights of women, girls, and all people who experience gender-based discrimination in Canada through litigation, law reform, and public legal education. For more than 35 years, LEAF's work has influenced the evolution of constitutional equality principles in Canada and made an important difference in the daily lives of women, girls, and people who experience gender-based discrimination across the country.

LEAF's national office is located in downtown Toronto. The organization also has eleven volunteer-run member branches across the country. LEAF branches run public education programs for youth, hold events on gender equality in their communities, and engage in law reform initiatives at the local level.

LEAF is looking for a Communications and Advocacy Manager. Reporting to the Executive Director & General Counsel (ED&GC), the person who holds this new position creates the circumstances for LEAF's communications and advocacy efforts to succeed. They create a vision and strategy for LEAF's communications and work to implement it. They are responsible for LEAF's public materials, including the website, social media accounts, and printed materials. The Communications and Advocacy Manager also works with the LEAF team to coordinate and execute public campaigns to advance LEAF's advocacy efforts.

This is a full-time permanent position with an anticipated start date of March 1, 2022. The successful candidate will ideally work out of LEAF's Toronto office at least two to three days a week. The salary range for this position is between \$75,000 and \$85,000 a year. Additionally, LEAF offers a competitive benefits package and is committed to being an exemplary place to work. LEAF is committed to ensuring the successful candidate is supported in their professional growth as Communications and Advocacy Manager.

### Essential Qualifications

- At least three-to-five years of education and / or experience working in a non-profit setting and / or equivalent experience in communications, digital campaigning, or fundraising, preferably related to social justice issues, law, gender studies, or other relevant areas
- Exceptional relationship-building skills and experience working with diverse populations; experience in stakeholder relations is an asset
- Culturally and emotionally sensitive and an intelligent verbal communicator
- Strong persuasive writing skills, with and strong editing and proofreading skills (written English or bilingual)
- An understanding of and experience with digital campaigns in the service of issue advocacy and / or movement building
- Proficiency and effectiveness with online platforms, digital engagement tools, technology, and computer applications, including Microsoft Office Suite, Google, Canva, and other relevant platforms and programs

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#### National Office

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### The ideal candidate will also have:

- Experience in communicating and applying an intersectional feminist lens
- Knowledge and understanding of ethical storytelling guidelines
- Ability to translate formal materials into plain language and to prepare materials that meet accessibility standards
- Experience with WordPress websites, including basic coding skills for WordPress
- Proficiency and effectiveness with Adobe Creative Suite
- Experience monitoring and implementing wise social media practices
- Strong French language skills

### Personal qualities:

- Exercises sound judgment, accepts responsibility, and treats others with respect
- Approaches learning with curiosity and humility
- Comfortable with giving and taking direction in a collaborative environment
- Shows initiative and collegiality; motivates and encourages others
- Demonstrates flexibility, perspective-taking, and reliability
- Has a passion for gender equality and social justice

### Communications and Advocacy Manager Duties

#### Communications (70%)

- Work with the LEAF team to develop and implement a comprehensive communications strategy that ranges from digital engagement to media to engaging the general public as well as the legal community
- Develop and implement litigation, law reform, and public legal education communication strategies with the LEAF legal team to ensure media and supporters are aware of and engaged with our efforts
- Support staff and the Board of Directors in developing LEAF's capacity for public and media relations
- Maintain consistent tone, style, and quality across all external communications, including blogs, website content, email communications, annual report, newsletter, and social media.
- Manage social media accounts and LEAF's digital engagement
- Proactively build a network of news media and journalists to support and advance the work of LEAF
- Manage and maintain email communications calendar, including writing and scheduling email communications such as announcements, issue-based and campaign-related communications, and member updates



- In consultation with the LEAF team, draft and develop communications materials, including but not limited to media releases, brochures, annual reports, and special events materials
- Coordinate content for leaf.ca and leaf.ca/fr ensuring the website remains up-to-date and fully bilingual
- Liaise with web developer to support the ongoing utility and function of the website
- Design data visualization and other graphics for communications projects

### Advocacy (30%)

- In collaboration with the ED&GC, develop and coordinate long term campaign plans for LEAF's advocacy efforts
- In collaboration with the legal team, coordinate LEAF's efforts to advance advocacy through coalitions, partners, digital engagement, media, and decision-makers
- Contribute to the development and preparation of materials for the ED&GC to advance LEAF's advocacy efforts, including parliamentary committee submissions and letters to public office holders, and meetings with decision-makers
- Working with the LEAF team, build relationships with feminist and legal partners and organizations to advance LEAF's work

### Application Process

Please submit your resume, a cover letter, and a brief writing or project sample (in one combined PDF) to [hiring@leaf.ca](mailto:hiring@leaf.ca). Please address your application to Pam Hrick, Executive Director & General Counsel. Please use the reference "Communications and Advocacy Manager Application" in the subject line.

Applications are due no later than Monday January 17 at 11:59pm EST.

We have made adjustments to our hiring processes due to the ongoing COVID-19 pandemic. At this time, most LEAF staff are working from home, and the interview process will occur remotely. We acknowledge that COVID-19 has caused disruptions to many lives and people may require additional accommodations.

We thank all applicants for their interest, but only candidates selected for an interview will be contacted.

LEAF welcomes and encourages applications from people with disabilities for all available positions. Where possible, accommodations will be made available upon request for candidates taking part in all aspects of the selection process.

LEAF encourages applications from candidates who reflect the diversity of our communities. We strongly encourage applicants who self-identify as belonging to BIPOC (Black, Indigenous, and People of Colour), newcomer, gender-diverse, and other equity-deserving groups to apply.