

WE MATTER

Job Posting – Outreach & Programs Administrator (full-time)

Closing Date: September 13th, 2020 at 11:59pm EST

Organization: We Matter

Work Location: Home-based (anywhere in Canada)

BACKGROUND:

We Matter is an Indigenous-led and youth-centered organization and registered charity dedicated to Indigenous youth support, hope and life promotion. Our mission is to communicate to Indigenous youth that they matter, and create spaces of support for those going through a hard time while fostering unity and resiliency.

Our founding project, the *We Matter Campaign*, is a national multi-media campaign in which Indigenous role models and allies from across Canada submit short video, written and artistic messages sharing their own experiences of overcoming hardships, and communicating with Indigenous youth that no matter how hopeless life can feel, there is always a way forward.

We Matter operates nationally in Canada, with a small team currently spread across British Columbia, Saskatchewan, Manitoba and Ontario. Visit us at www.wemattercampaign.org.

JOB SUMMARY:

Since launching in October 2016, the We Matter Campaign has reached millions of people on social media, with continued social media reach and growth. The Campaign has received widespread support on both a national and community level for approaching Indigenous mental health and life promotion in a unique and extremely accessible way. We Matter's work as an Indigenous-led organization includes sharing messages of hope, culture, and strength; finding innovative ways of creating and distributing messaging into remote and northern areas; building a support network of youth and community leaders; and creating tools and resources on mental health, life promotion, hardship, hope, and healing for Indigenous youth, teachers, and youth support workers.

We believe Indigenous youth are healers and changemakers, and with the right support, capacity, and resources, can be the ones to inspire and uplift other Indigenous youth and their communities. With a number of growing national programs, campaigns, and resources, We Matter is in need of additional administrative and outreach support. Working closely with the rest of the We Matter team, the *Outreach & Programs Administrator* will lead general organizational communications, outreach distribution, and act as admin support to the broader We Matter team.

SCHEDULE “A” DESCRIPTION OF DUTIES

PRIMARY RESPONSIBILITIES:

Responsibility #1: General Administration and Communications

The *Outreach & Programs Administrator* will be responsible for managing We Matter’s general inbox and liaising with a vast network of communities and people:

- Overseeing and managing general administration, information and data management
- Acting as the first point of contact for We Matter and our opportunities, supports and resources
- Developing national and regional information management systems including We Matter’s core database system
- Managing We Matter’s general email accounts, engaging with and tracking incoming inquiries and requests
- Building connections and liaising with communities, organizations, adult allies, youth, donors, and potential partners
- Effectively and securely organizing spreadsheets, folders, email accounts, contact lists, partner info, internal files and data
- Streamlining communications and information management
- Acting as an administration support for the We Matter team
- Approach relationship building and communications from an Indigenous, trauma-informed, and strengths-based perspective

Responsibility #2: Outreach and Distribution

The *Outreach & Programs Administrator* will be responsible for managing, organizing, and distributing outreach materials, support packages, and We Matter merchandise:

- Building relationships with schools, centers, communities, local/regional organizations, and support people
- Packaging and distributing support materials to community partners and Indigenous youth, including Toolkit orders, support packages, and #HopePact bracelets/packages
- Supporting the outreach and engagement of We Matter Toolkits and their use/integration in communities across Canada, including distribution and impact tracking
- Managing the We Matter online store, including tracking, mailing, and following up with merchandise orders
- Ordering and organizing packaging materials and printing mailout slips
- Coordinating and liaising with a variety of people requesting and ordering merchandise and materials
- Ensuring effective use and tracking of We Matter’s resources and materials
- Coordinating and liaising with We Matter’s printers and distributors
- Liaising with and supporting youth, groups, schools and gatherings in various regions to facilitate the #HopePact
- Supporting the logistical coordination of team travel, workshops and engagements

- Represent and act as an ambassador of We Matter at events, gatherings and conferences
- Offer an accessible, compassionate, youth-friendly, and wholistic planning lens to We Matter's communications and outreach

Responsibility #3: Programs Support

The *Outreach & Programs Administrator* will be responsible for supporting the organization, communications and administration of national programs:

- Directly working with the leads of the National Ambassadors of Hope Program and National Mini-Grant Program
- Connecting with and outreaching program callouts and promo to adults and youth, communities, organizations, businesses, friendship/youth centers, schools/Universities and build growing list of contacts and connections
- Supporting unique ways to promote We Matter to youth, communities, organizations, businesses, friendship/youth centers, schools/Universities in both remote and urban areas
- Monitoring and engaging in an online platform space for national youth Ambassadors to engage, support each other and stay connected in collaboration with AOH program lead
- Monitoring and engaging an online platform space for national youth Grantees to engage, support each other and stay connected in collaboration with Grant program lead
- Liaising and coordinating opportunities for National Ambassadors with schools, communities, and organizations nationally
- Corresponding regularly with communities, schools, and other key contacts and partners when it comes to the AOH program and National Mini-Grant
- Supporting engagements and obtaining logistical information from Ambassadors, schools/communities, and the We Matter Team
- Supporting Monthly Meetups administration, scheduling, and notetaking
- Supporting the organizing and logistics of annual #HopeForum Trainings
- Supporting with National Ambassadors to attend the #HopeForum Training
- Acting as a point of contact for Ambassadors and guest facilitators leading up to and during the #HopeForum
- Building a network and contact database for AOH and Mini-Grant regional and community contacts
- Securely organizing and managing emails, folders, documents, spreadsheets, partner and outreach contact lists, Ambassador and Grantee details, and other regional and program information
- Supporting communications, follow-up, and information tracking with National Mini-Grant grantees
- Supporting the National Mini-Grant adjudication process in the form of notetaking and follow-up
- Maintain the innovative; grassroots youth and community-centered; youth-led vision and voice of We Matter

MINIMUM QUALIFICATIONS (must have, required):**EDUCATION/TRAINING/CERTIFICATION:**

- Certificate, Diploma or Degree from a relevant High School, College or University program

EXPERIENCE:

- Experience managing online platforms, email accounts, and databases
- Experience managing sensitive information and data
- Experience with administration and/or distribution
- Experience with communications in particular to working with Indigenous youth, communities, and diverse groups
- Experience working with Indigenous youth
- Experience collaborating with groups and networks

SKILLS/KNOWLEDGE:

- Excellent organizational and administrative skills
- Strong attention to detail
- Experience working with Microsoft Office applications and spreadsheets (Word, Excel, etc.)
- Knowledge of website and social media platforms
- Strong grammar and copy-editing skills
- Strong communication and relationship building skills
- Strong knowledge of the historical and present contexts and experiences of First Nations, Métis and Inuit youth and communities in Canada
- Knowledge of We Matter, it's story, and messaging
- General mental health and life promotion literacy
- Knowledge of colonial and trauma-informed work and practice

COMPETENCIES/PERSONAL ATTRIBUTES:

- Strong interpersonal skills with the ability to communicate effectively with various individuals, groups, and organizations
- Ability to relate to Indigenous young people and communities
- Inclusive understanding of ability and gender diverse youth
- Strong knack for detail and attention-oriented tasks
- Ability to collaborate and engage in a small and remote team environment
- Excellent written communication skills
- Ability to communicate accessibly
- Open minded, action and dialogue-oriented
- Strong ability to work effectively and independently

DESIRED QUALIFICATIONS (an asset, not required):

- Experience with public speaking, presentation, and facilitation
- Experience with event planning and coordination
- Mental Health / Suicide Intervention training

Salary: \$46,000 annual, benefits after completion of 3 month probation period

Employment Start Date: October 1st, 2020

Considerations:

- This position is suited for a self-identified Indigenous (First Nation, Métis, Inuit) young person
- The candidate must be comfortable working independently and remotely from home
- This position may require flexibility for travel
- The candidate will require access to a laptop/computer with Microsoft Office, Google Drive, Dropbox, and video conferencing applications
- The successful candidate may require additional training, such as mental health and suicide intervention, trauma-informed and anti-oppressive practice, and/or facilitation at the expense of the organization

HOW TO APPLY:

If you are interested in applying for this position, please send your resume and cover letter to: admin@wemattercampaign.org and include "Outreach & Programs Administrator" and your name in the subject line. Please indicate your location of residence and self-identification in the cover letter.

We Matter is an Indigenous and youth-centered organization, working with individuals with a number of sensitive lived experiences. Our recruitment and selection procedures reflect our commitment to the safety and sensitivity of our messaging and mission. **The successful candidate will be required to provide a satisfactory police record check as a condition of employment.**

Please note that applicants will be required to conduct an interview via video conferencing.

To learn more about who we are and what we do, please visit our website at www.wemattercampaign.org and find us on Facebook at 'We Matter Campaign'.