



Organization: National Initiative for the Care of the Elderly (NICE)
Supervisor: James Hull
Supervisor's Title: Operations Manager, Canada HomeShare
Title: Communications Assistant

Salary Level: \$24/hour
Location: REMOTE
Hours: 10-15 hours/week
Duration: ASAP – December 19, 2021

The [National Initiative for the Care of the Elderly \(NICE\)](#) is seeking a Communications Assistant to provide communications support for the [Canada HomeShare Program](#), an intergenerational housing initiative.

This is a unique experience for a junior communicator or student to participate in the development and application of a communication strategy supporting the expansion of a national housing program.

What is Canada HomeShare:

Canada HomeShare is an exchange based, social work facilitated co-housing program that aims to support aging in place and the reduction of social isolation while providing safe and affordable housing for post-secondary students. Our mission is to promote intergenerational engagement and community building for and with the people that we serve.

Canada HomeShare matches older adults (55+) with a spare room in their home who would benefit from receiving additional income and/or help around the home with university and college students seeking affordable housing.

In exchange for reduced rent of \$400-\$600 per month, the student provides up to seven hours of companionship and/or assistance with completing light household tasks, such as providing technical help, preparing and sharing meals, tidying up, carrying groceries, or walking a pet.

Canada HomeShare is embarking on a national expansion that will see the program move into 10 sites across the country. The first phase of the expansion includes the following regions: Kingston, Metro Vancouver, and Peel.

Purpose:

NICE is seeking an enthusiastic communicator to help facilitate the communications activities in the national expansion of the Canada HomeShare program. This position will contribute to strategic communications initiatives and help to create and distribute communications content via a variety of channels. The position will focus primarily on supporting the Canada HomeShare team.

The successful candidate will be involved in a variety of tasks including social media, website maintenance, event promotion, graphic design, and videography/photography assistance.

We seek a communicator who is familiar with strategic communications, graphic and web design, photography, videography, social media and other online communication tools.

Duties:

60% Communication

- Connect and communicate with Canada HomeShare audiences (including senior citizens, post-secondary students, senior's advocacy groups, non-profit partners, and government agencies) through various print and digital communication channels
- Assist with website updates and monitoring Google Analytics
- Manage social media posting via Hootsuite and other social media management tools
- Track success of social media content
- Write promotional emails
- Prepare media kits for various events and initiatives
- Promote events via online communication platforms such as Livewhale, Eventbrite, Carousel digital screens, Campaigner, and internal email newsletters
- Create surveys, including post-event surveys to track the success of events
- Other communications tasks as required

20% Design

- Design event promotional material such as graphics for social media and other online event promotion and communication tools
- Design promotional materials for events and initiatives, including posters, postcards, PowerPoint slides, brochures, Campaigner emails, and website content
- Manage content on FCAT bulletin boards

20% Photography/videography

- Provide video production assistance and photography support for various FCAT events and initiatives
- Edit and upload photos to website, social media, and other online locations
- Upload video content to online platforms and share via social media
- You will be required to appear in social media posts.

Qualifications:

- Completion of a Bachelor of Arts in Communication, or Bachelor of Communication Studies. Candidates in the process of completing a BA Comms will also be considered.

The ideal candidate will also have:

- the ability to work effectively independently and as part of a team while taking initiative

- excellent attention to detail
- excellent time management
- excellent organizational skills and ability to manage multiple projects at the same time
- excellent verbal and written communications skills
- experience with social media and other online communication tools (ie. Hootsuite, Eventbrite, Survey Monkey)
- experience in analytical and strategic writing
- intermediate web design experience
- intermediate level design experience (Canva, Adobe Creative Suite - Illustrator, InDesign, Photoshop)
- intermediate photography and videography experience

The successful candidate may be required to attend remote evening events as needed.

To apply, please send a cover letter and resume to James Hull (hire@canadahomeshare.com) by **October 18, 2021.**