



## COMMUNICATIONS

Volunteering for development is one of the important ways in which WUSC pursues its mission. We have ambitious targets to mobilize hundreds of skilled Canadian volunteers each year to support partners in developing countries where we are working to advance gender equality and facilitate economic opportunities for poor and marginalized young people, especially young women and refugees. Overseas, our volunteers collaborate with a wide variety of partners, including enterprise and social enterprise development incubators, skills training centres, enterprises, women's organizations, and youth groups.

In Canada, WUSC works with institutions and individuals to identify, prepare, and support volunteers who travel overseas to support our partners for various durations of time. Our network in Canada also works with WUSC to raise awareness among Canadians to inspire greater action on global development issues. Our collective focus is on sustainable and inclusive changes to create a better world for youth.

### **Types of partner organizations:**

- Entrepreneurship/social entrepreneurship incubators or impact investment hubs.
- Women's Organizations/ Cooperative
- Youth Organizations

### **Example of responsibilities:**

Below is a sample of the type of responsibilities that might be included in a volunteer assignment in communications:

- Analyze communication needs within the partner organization
  - Support the development of a communication strategy and the design and development of communication tools
  - Facilitate communication related workshops and/or training to partner organization
- Staff
- Develop guides and tip-sheets on best practices for relevant communications topics;
  - Guide the monitoring of partner communications reach and impact, and suggest areas for adaptation in existing strategies and work plans;
  - Conduct a content review of the organization's website, develop a workplan for content revisions and support the development of new content (ie. success stories, photos, videos)
  - Research and draft case studies and share on social media
  - Document success stories and partner's activities and create content for online

newsletters

- Support the creation of content for various social platforms (eg. Facebook, Twitter, YouTube, Instagram, blogs, etc.)
- Assist in the creation of promotional materials
- Facilitate the exchange of best practices between partner organizations and their members/stakeholders
- Evaluate and analyze the partner organization's requirements for documentation and Archiving
- Write reports as required by the program.

**Qualifications:**

- Pursuing a university degree in communications, journalism, social sciences, international relations or any other relevant field
- Work, academic, internship or volunteer experience in the area of communication and social media
- IT skills (e.g. Microsoft package, use of databases, website design, etc.)
- Demonstrated training and coaching skills
- Ability to work in an intercultural environment
- Ability to work independently and in a team
- Broad knowledge and understanding of contemporary development issues, particularly those related to economic opportunities for youth
- A commitment to gender equality, youth inclusion, and international volunteering