



Resource Assistance for Youth, Inc.

Role: Communications & Donor Development Manager
Department: Administration
Hourly Wage: \$32.00 per hour
Reporting to: The Executive Director
Schedule: Full – Time, (37.5 hours/week), Monday – Friday

About RaY & The Role

Our mission at RaY is to provide youth with what they need, on their terms, to better their lives.

RaY is seeking an experienced Communications & Development Manager. Under the direction of the Executive Director, the Communications and Donor Development Manager is responsible for planning and executing Resource Assistance for Youth’s public relations and fundraising strategies. This work is delivered through two main pathways: communications including digital and print communications, media relations; and donor development. The Manager will monitor brand oversight towards public relations objectives.

The Manager holds RaY’s participants at the center, upholding human focused and evidence-based storytelling and information sharing at all times. The ideal candidate is accomplished in weaving organizational values and strategic plan objectives along with complex concepts, data and information to create engaging, timely, audience attuned content.

The Manager leads all social media and traditional communications, productions, publications, photography and graphic design. Successful candidates should be highly and effectively collaborative, flexible, extremely organized and can take initiative to reach a variety of target audiences.

The successful candidate will be adept at working with multiple interdisciplinary teams, including participants and frontline staff, to create and implement campaigns regarding public education, policy impacts, and fundraising.

What You'll Do:

- **Donor Growth:** Increase monthly and legacy donors through annual strategy development and implementation, as well as fundraising strategies for specific RaY programs.
- **Public Education:** Draw and broker support for RaY’s work and approach through ongoing public education work on policy implications for participants, and evidence-based solutions.
- **Media Relations:** You will grow RaY’s presence and reach in legacy media, developing relationships, securing representation, and preparing spokespeople.



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- **Content Creation:** Own and grow public engagement through content creation for analog and digital outreach, as well as online presence. This includes newsletters, tabling at community events, community and legacy newspaper, and social media and website engagement.
- **Brand Stewardship:** Lead a review of RaY's visual and written communications for consistency and impact.

What You Bring:

- **Campaign Expertise:** Demonstrated success in design and execution of fundraising and public education campaigns towards specific measurable outcomes.
- **Design & Technical Skill:** Proficiency in design tools (Canva/Adobe) and website CMS. You create "clean," professional assets quickly.
- **Excellence in spoken, written, and visual communications:** Adept in multiple written formats (Press release, newsletter, formal coms, fundraising, social media captions), and shows ease in communications design for different target audiences.
- **Analysis:**
 - Fluent in harm reduction and trauma informed practice; including in the representation of youth and their experience.
 - Able to educate on current and historic impacts of colonialism.
 - Fluent in the current policy environment, ability to create and implement communications that effectively represent and advance RaY's interests.
- **Collaboration:**
 - Adept at working with interdisciplinary teams, including participants and frontline staff, as well as collaborative work with other organizations.

Work Environment & Physical Demands

- **Work Environment:** This role operates in a high-stress, fast-paced crisis intervention setting. Duties are performed largely in the office as well as in the community (on foot, in vehicles, home visits) in all weather conditions.

Compensation & Benefits

- Starting wage of \$32.00/hour.
- **Benefits:** RaY provides a comprehensive benefits package to eligible full-time employees, including health coverage, paid time off, and retirement support.
- **Contract:** All positions at RaY are one-year terms renewable according to funding.

Conditions of Employment:

- Must be legally entitled to work in Canada.
- Must be able to provide and maintain satisfactory Criminal Record Checks including vulnerable sector check, Child Abuse Registry and Adult Abuse Registry Check.



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How to Apply

Please email your resume and cover letter with the position title in the subject line to employment@rayinc.ca

Our Commitment:

Resource Assistance for Youth is an organization that respects and values the diversity of its staff and participants. We are committed to equity and inclusion and to building a workforce that reflects the community we serve.

We invite you to read our full Methodology and Commitment to Diversity, Equity and Inclusion on our website: [Methodology - RaY](#)