



COMMUNICATIONS AND DEVELOPMENT SPECIALIST

REMOTE (Ontario-based Position) PERRMANENT- 4 days a week (30 hours per week, 0.8 FTE)

About LGBT YouthLine

LGBT YouthLine is an anti-racist, youth-led organization that connects 2SLGBTQ+ youth (29 and under) across Ontario to resources and community through peer support, training, advocacy, and referrals.

Reporting to the Peer Support and Operations Manager and Executive Director, the Communications and Development Specialist is responsible for leading the organization's communications strategy and activities, including social media, with a focus on strengthening our storytelling and program promotions. The Specialist will also lead in developing and implementing engagement strategies to strengthen communication with potential and current donors. The Specialist will work in partnership with staff, consultants, and Board members.

Compensation:

- \$37,600-43,600 per year depending on skills and experience
- 12 vacation days and 15 sick/personal days
- 1.5% Professional Development Budget
- Health & Dental benefits (to begin immediately)

Responsibilities:

Communications (50%)

- Lead the development and implementation of an annual communications strategy to increase and strengthen engagement with various stakeholders, including 2SLGBTQ+ youth, donors, community partners, alumni, media, and service providers across Ontario with support from the Peer Support and Operations Manager and Executive Director.
- Develop and maintain communications tools, planning calendars, and processes that support contributions from program staff and volunteers.
- Co-create and execute campaigns for programs, services, and events in ways that reflect anti-oppressive values, community needs, and pop culture/media relevance.
- Identify, reach out to, and collaborate with content creators to co-create engaging digital content for campaigns.

- Plan, manage, and track paid ad campaigns across platforms (Meta, TikTok), including determining appropriate ad spend based on campaign goals, audience targeting, and performance analytics.
- Create high-quality, visually cohesive, and accessible graphics for social media, campaigns, newsletters, and other materials – this includes a strong eye for layout, typography, and visual storytelling that reflects YouthLine’s tone and values.
- Support staff, Board members, and volunteers with communication and engagement, including outreach and promotion of YouthLine programs, events, and information.
- Develop risk management plans to support staff-wide ability to troubleshoot issues, post instantly, and engage with replies and comments, where necessary.
- Supervise and support contract staff, students and consultants to create and maintain up- to-date and relevant content for YouthLine’s social media, website, and e- newsletters.
- Conduct regular monitoring and analysis of website, newsletter and social media content, identifying opportunities to strengthen our online presence to meet our goals.
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Fundraising and Donor Engagement (30%)

- Lead the development and implementation of donor engagement strategies, including donor letters, holiday and Pride campaigns with support from the Operations Specialist, Peer Support and Operations Manager and Executive Director.
- Support the development and implementation of donor campaigns, including donor acquisition and stewardship drives.
- Coordinate and support third-party events and community initiatives.
- Support promotions for special events on an as-needed basis.
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Projects and Media (15%)

- Work closely with the Executive Director and Management team to create op-ed articles, advocacy statements, and press releases.
- Monitor and distribute media mentions and published work of YouthLine.
- Coordinate the development, layout, and design of soft and hard copy publications, including the Annual Report, reports, and outreach materials.



- Oversee the creation of graphics, designs, photography/video, and other media with support from the Peer Support and Operations Manager and Executive Director.

Other (5%)

- Monitor and keep up to date with trends and best practices that will benefit YouthLine's presence with different stakeholders.
- Assist the Operations and Management teams with other special projects, as necessary.
- Participate in YouthLine meetings, committees, and events;
- Other duties as assigned.

Qualities:

- Commitment to principles of anti-racism and anti-oppression.
- Strong creative and communication skills (written and oral).
- Strong organizational skills.
- Ability to work independently and in collaboration.

Required Skills:

- Knowledgeable and comfortable with the diverse issues facing lesbian, gay, bisexual, transsexual, transgender, Two-Spirit, queer, asexual, and questioning youth across Ontario.
- Understands and supports anti-oppression and anti-racism, through lived, theoretical, and practical methods.
- Combination of education and/or work/volunteer experience in communications, marketing, fundraising, or related field.
- Excellent writing, analytic, and verbal/presentation skills with the ability to summarize information and connect with a variety of audiences (2SLGBTQ+ youth, educators, service providers, donors, media, volunteers).
- Comfort using design and email tools (Canva, CyberImpact, Mailchimp, scheduling platforms, etc).

Application for Consideration

- Application deadline: July 6, 2025 at 11:59 pm
- Submit a resume and cover letter to jobs@youthline.ca focusing on demonstrated skills and why the position appeals to you.
- Due to limited resources and time constraints, only candidates selected for



interviews will be contacted.

- Contact jobs@youthline.ca for questions or accommodations in the application process.

LGBT YouthLine only considers applicants who identify as part of the 2SLGBTQ community. Grounded in principles of anti-racism and anti-oppressions, we recognize and encourage applications from communities that are further marginalized in employment opportunities, including: Black, Indigenous, and people of colour, trans-feminine people, disabled people, people with experiences of migration, and people who have experiences of poverty. **Applicants are strongly encouraged to self-identify in their cover letters, which will be kept confidential.**