

The Manitoba College of Social Workers invites applications for:

MANAGER OF ADVOCACY AND ENGAGEMENT

The Manager of Advocacy and Engagement is responsible for developing and maintaining the Manitoba College of Social Workers' advocacy and engagement strategies and advancing strategic goals related to reconciliation and equity, diversity and inclusion (EDI). This role involves regular interaction with members, community partners, Indigenous leadership, and government departments. This position will manage membership functions, including continuing competence, event planning, and member communications.

As a key point of contact for both members and external partners, the Manager will support initiatives that promote the integration of Indigenous knowledge and practices and EDI principles into regulatory processes. The Manager will support the College in engaging with Indigenous and diverse communities overseeing communications and public awareness campaigns related to the College's regulatory, reconciliation and EDI programs and initiatives. The Manager will promote cultural safety and reconciliation in all advocacy, engagement and member education strategies with a focus on trauma-informed practice.

Note: In alignment with the Manitoba College of Social Workers Strategic Plan, this position is open exclusively to Indigenous candidates, honouring MCSW's commitment to increase Indigenous representation in social work leadership and regulation.

Key Responsibilities

Organizational Communications

- Lead and operationalize the College's communication strategies in alignment with strategic goals
- Assist with development of content for events, conferences, websites, and promotional materials.
- Distribute communications to College members, keeping them informed on key updates, initiatives, and services.
- Prepare College communications to support engagement with members and community members including website and social media content, e-bulletins, posters, and brochures

Engagement

- Lead and operationalize the College's engagement strategies in alignment with strategic goals
- Lead and support initiatives to enhance member and community engagement and government relations
- Lead and support initiatives to support public awareness of the profession and professional regulation
- Cultivate and maintain relationships with Indigenous and diverse communities, social service organizations, and other community partners
- Lead consultation processes with Indigenous, IBPOC and diverse communities
- Establish and maintain strong, culturally respectful relationships with Indigenous and diverse communities, organizations, and leaders.

- Identify opportunities for engagement and represent MCSW at community events, gatherings and celebrations
- Assist in securing meetings, navigating political channels and strengthening strategic relationships with Indigenous governing bodies and provincial government officials
- Provide staff support to Indigenous Advisory Circle

Advocacy & Policy Development

- Lead and operationalize the College's advocacy initiatives
- Create and manage advocacy channels to advance the College's strategic goals.
- Foster relationships with government departments, Indigenous and IBPOC organizations, and allied sectors to support advocacy & policy initiatives
- Monitor public policy, government legislation, regulatory trends and advocacy initiatives
- Participate in policy discussions and committees in alignment with strategic goals
- Draft briefing notes, policy, position papers/statements
- Identifying proactive and responsive advocacy strategies in alignment with the goals and mandate of the College, including foundational documents such as TRC Calls to Action, UNDRIP and Bill C-92
- Develop strategies that promote social justice, reconciliation and EDI goals in the work of the College

Membership Support & Education

- Act as a primary contact for members regarding questions or concerns about their continuing competence, membership benefits, and services.
- Develop resources, guidelines and toolkits to support member communication
- Plan, identify, and execute events and programs that enhance membership engagement and professional development.
- Establish annual Continuing Competence Program activity plan, including online education and in-person events in alignment with regulatory requirements and strategic goals
- Provide training and support to Continuing Competence Committee and other committees as assigned, in accordance with legislative and policy requirements

Event Planning and Coordination

- Organize and oversee College events such as workshops, webinars and conferences
- Plan and deliver information sessions to members about services and regulatory requirements.
- Coordinate catering, meeting spaces, and event materials for College-related events.
- Plan and implement communication and media relations activities aligned with College goals.

Social Media & Promotions

- Coordinate strategic marketing campaigns (e.g., Social Workers Month)
- Develop and edit content and monitor the College's social media channels
- Monitor social media trends and updates to maintain an engaging and relevant online presence for the College Develop press releases, newsletters, and media content to increase visibility and awareness of the College's programs and initiatives.

- Ensure all communications align with the College's branding and strategic goals
- Assist in the procurement and design of promotional materials

Data Reporting & Evaluation

- Track and report on the effectiveness of advocacy, engagement and member education strategies related to the College's goals
- Track and report on progress and effectiveness of reconciliation and EDI efforts
- Analyze the impact of College strategies and adjust them based on data and member feedback.

Qualifications

- Minimum of three years in a similar role, preferably within the social services or nonprofit sector. Experience in communications, marketing, or public relations is required.
- Degree in social work with a focus on reconciliation, Indigenous studies, EDI and/or social justice preferred. Consideration will be given to those educated in social sciences, Indigenous relations, public policy or a related field.
- Regulated professions must be registered with relevant professional regulatory body
- Cultural Competency: Strong understanding of Indigenous cultures, governance systems, and history, with the ability to engage with Indigenous and diverse communities in a culturally respectful manner and a strong commitment to reconciliation and EDI principles.
- Strong proficiency in Microsoft Office (Word, Outlook, Excel, PowerPoint) and Adobe Pro.
- Experience managing social media accounts and creating digital content.
- Familiarity with public policy, government processes, and regulations that impact social work and advocacy efforts.
- Excellent verbal and written communication skills, with the ability to engage diverse audiences.
- Strong project management and organizational skills, with a demonstrated ability to prioritize tasks and meet deadlines.
- Ability to build and maintain professional relationships with a variety of stakeholders, including Indigenous and diverse communities and government representatives.
- Ability to maintain confidentiality and navigate sensitive issues with tact and professionalism.
- Access to a vehicle is required.

What we Offer

- A key role on a small, cohesive team in a flexible working environment
- Competitive salary
- Comprehensive benefits package
- RRSP program
- Opportunities for continuous learning and professional development

The Manitoba College of Social Workers is committed to employment equity in its policies, practices, programs and work environment. Reasonable accommodations shall be available for those candidates who may request adaptations in respect of the assessment or selection process.

Applicants are invited to submit cover letter and resume to

MANITOBA COLLEGE OF SOCIAL WORKERS

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Email: **info@mcsw.ca**

Applications will be received until position is filled.