

Senior Director, Communications and Advocacy

Department	General Admin. & Leadership (GAL515 - Leadership)
Position Title	Senior Director, Communications & Advocacy
Hours of Work	37.5 hours (standard business hours with some weekend & evening based on operational needs)
Position Type	Full-time Permanent
Reports To	Chief Executive Officer
Start Date	As soon as possible
Salary	\$92,527.50 – \$97,402.50 / annual (starting based on experience and knowledge)
Work Location	Kikaskitânaw Centre, 2817 12th Avenue, Regina SK S4T 4Y9
Open To	Internal and External Applicants
Application Deadline	1:00 p.m. CST, Friday November 6, 2026

POSITION DESCRIPTION

The Senior Director of Communications and Advocacy provides strategic leadership for YWCA Regina's communications and advocacy functions. They ensure clear, consistent, and impactful messaging to both internal and external stakeholders, and advance YWCA Regina's mission, strategic plan, and commitments to decolonization, equity, diversity, and inclusion. This role leads the communications and advocacy team by developing and executing integrated communications and advocacy strategies that strengthen organizational reputation, elevate public voice, and influence systems and policy change. This position plays a critical role in positioning YWCA Regina as a trusted community leader and advocate for equity-deserving populations.

KEY RESPONSIBILITIES

Strategic Planning (30%)

- Develop and implement an internal communications strategy to inform, connect, and engage staff in YWCA Regina's mission, priorities, and organizational direction.
- Develop and execute an external communications strategy to ensure consistent, aligned messaging across departments and platforms, including media relations, digital, and social media channels.
- Establish and implement best-practice communications frameworks, including concise and compelling messaging, brand reputation management, executive media preparation, event communications, and crisis communications.
- Ensure all communications align with YWCA Regina's mission, vision, values, and strategic priorities.
- Lead the expansion and provide oversight of the YWCA membership program – Person with Purpose – to meet membership and revenue targets.
- Lead the adoption of YWCA Regina's brand standards across all departments and sites, building practical tools, templates, and internal champions so the brand is applied consistently.
- Bring fresh, creative approaches to storytelling, campaigns, and channels; test new ideas, measure what works, and adjust quickly.
- Use data and analytics (audience, engagement, sentiment, and survey results) to guide decisions and demonstrate impact.

Advocacy and Public Policy (25%)

- Develop and lead organization-wide advocacy strategies that address the root causes of inequity and advance systemic change in partnership with the CEO and Sr. Director of Decolonization, Equity, Diversity and Inclusion.
- Lead the establishment and effective functioning of the Advocacy Committee (a Management Committee of the Board), serving as the staff lead and strategic advisor.
- Execute advocacy communications, including public policy briefings, advocacy outreach, and campaigns that influence public awareness and decisionmakers at the municipal, provincial, and federal levels.

Leadership & Team Management (15%)

- Empower, lead, inspire, and coach a small team of communications and advocacy professionals to effectively execute organizational strategies by setting clear goals and holding the team accountable for measurable results.
- Foster a collaborative, values-aligned team culture that supports innovation, accountability, and continuous improvement.
- Build efficient team workflows, such as editorial calendars, intake and approval processes, templates, and project tracking, so the team delivers high-quality work on time and makes the most of existing resources.
- Set clear annual priorities for the department, manage the flow of communications requests from across the organization, and decline or defer work that does not advance the strategic plan.

Organizational Immersion & Cross-Department Partnership (20%)

- Build their own and their team's deep understanding of YWCA departments, teams, programs, and operations to inform work plans, priorities, and messaging.
- Build strong working relationships with the leadership of each department and act as their strategic partner, translating the diverse work of a multi-service organization into one clear, unified YWCA Regina story.
- Stay connected to program delivery so that communications and advocacy are grounded in frontline insight, lived experience, and accurate data, while protecting the privacy, safety, and dignity of the people we serve.

Financial & Operational Accountability (10%)

- Builds and maintains ongoing relationships with Indigenous organizations and community partners.
- Develops program and organizational partnerships that extend the reach and impact of OWSP and cultural programs.
- Represents the portfolio at community meetings and events as requested by the Senior Director.

WHAT WE'RE LOOKING FOR

Education

- Degree in communications, public relations, journalism, political science, or a related field, or an equivalent combination of education and experience.

Experience

- Minimum 5 years of progressive experience in communications, advocacy, public affairs, or related fields, including at least 3 years in a senior role.
- A proven experience turning strategy into action – demonstrated ability to develop and lead integrated internal and external communications strategies, including media relations, brand management, executive communications, and crisis communications.
- Proven experience in advocacy, public policy, or systems-change initiatives, including campaign development, stakeholder engagement, and working with government at the municipal, provincial, and federal levels.
- Experience with digital and social media strategy, and with using data and analytics to measure impact.
- Experience managing budgets, setting and monitoring performance targets.

Knowledge, Skills & Abilities

- Deep understanding of social issues, including gender-based violence, housing and homelessness, child welfare, early learning, youth development, and systems of oppression.
- Strong people leadership skills with experience leading, coaching, and developing efficient, high-performing teams in complex, mission-driven environments.

- Demonstrated creativity and innovative thinking, with examples of unconventional campaigns or initiatives that achieved measurable results.
- Commitment to decolonization, equity, diversity, and inclusion, and experience working with equity-deserving communities.
- Excellent time management and prioritization skills – ability to manage multiple concurrent initiatives, staying focused on meeting deadlines and targets amid competing priorities.
- Strong ability to build rapport and understanding with partners across a multi-service organization.

WORKING CONDITIONS & PHYSICAL REQUIREMENTS

Work Environment:	In-office with some work-from-home opportunities based on operational needs.
Physical Demands:	Typical office environment with some light lifting and standing for extended periods.
Schedule:	Standard business hours with some evening and weekend work based on operational needs.
Special Conditions:	Criminal Record Check; driver's licence.

YWCA REGINA EMPLOYMENT BENEFITS

- 4% employer RRSP contribution (employee-directed, no match required) available after three months of employment.
- Employer-paid extended health and dental benefits, with option to enhance coverage at minimal employee cost — available after three months of employment.
- Paid vacation, accrued based on hours worked, starting at 3 weeks annually and increasing with years of service.
- 10 statutory holiday days plus 3 YWCA Regina-recognized paid days annually.
- Paid sick days annually, with carryover provisions.
- Access to the YWCA Regina vehicle fleet for work purposes (with applicable credentials).
- Access to the organization's on-site fitness facility.
- Casual dress code and flexible work week.
- A values-driven team committed to equity, care, and community impact.

OUR COMMITMENT TO EQUITY & INCLUSION

As an organization led by and for women, YWCA Regina is deeply committed to building a team that reflects the full diversity of our community. We strongly encourage applications from Indigenous peoples (First Nations, Métis, and Inuit), Black people, racialized persons, people with disabilities, 2SLGBTQIA+ individuals, newcomers, and all others who bring perspectives that enrich our work.

We understand that systemic barriers can discourage people from applying for roles where they are underrepresented. We want to be clear: your lived experience, community knowledge, and unique perspective are genuine assets here. We are actively working to build conditions where every team member can contribute fully and see themselves reflected in our organization.

Accommodation is available at any stage of the recruitment process. If you require support to participate equitably, please contact us at careers@ywcaregina.com and we will work with you to meet your needs in a timely and confidential manner.

YWCA Regina uses a structured interview process designed to assess competencies fairly and consistently. Shortlisted candidates will be contacted directly. We thank all applicants for their interest; only those selected for an interview will be contacted.

HOW TO APPLY

Please reference “**Senior Director, Communications & Advocacy**” clearly in the subject line of your application. Applications that do not include this reference may be deemed ineligible.

YWCA Regina invites applicants to voluntarily self-identify as Indigenous (First Nation, non-status, Métis, or Inuit) or as a member of another equity-deserving group in their cover letter and/or resume. Self-identification is entirely voluntary and will not be used in any way that disadvantages applicants.

INTERNAL APPLICANTS: Submit a letter or statement of interest from your YWCA Regina email address to careers@ywcaregina.com by 1:00 p.m. CST, Friday November 6, 2026.

EXTERNAL APPLICANTS: Submit a cover letter and resume in one single document to careers@ywcaregina.com by 1:00 p.m. CST, Friday November 6, 2026.

NOTE: Professional references will be requested from finalists only. Please do not include references with your initial application.

ABOUT YWCA REGINA

YWCA Regina Inc., established in 1910, aspires to a world where communities benefit from the full and equitable inclusion of women and families, and where the experiences and perspectives of women and families are reflected in all facets of society. We are a community voice of and for women — and a trusted partner in addressing the most complex issues faced by women and our community. YWCA Regina provides childcare, shelter and housing, community programs, family support programs, and outreach.

For over a century, YWCA Regina has been a cornerstone of life in Regina — evolving to meet the needs of women and families across generations. Our work spans emergency shelter, affordable housing, licensed childcare, family violence prevention, and wraparound community supports. We are a value-driven organization where staff are not simply delivering services — they are partners in meaningful, community-led change.

Working at YWCA Regina means joining a team that leads with love, operates with grit, and believes deeply that every person deserves dignity, safety, and belonging. Our staff bring a wide range of backgrounds, identities, and experiences — and that diversity makes our work stronger.

YWCA Regina is committed to anti-colonial, anti-racist practice and to a workplace that prioritizes cultural safety. We are committed to creating safe, inclusive, and accessible services and spaces for gender and sexually diverse persons. We acknowledge that our social systems, communities, and organizational processes can perpetuate the marginalization of Indigenous peoples, Black people, and gender and sexually diverse people. We are committed to systemic change and to actions that further justice, truth, and reconciliation for marginalized peoples.

OUR VALUES

- **Mutual Respect:** Everyone deserves an equitable, judgement-free environment.
- **Truth, Trust & Transparency:** We conduct our work with honesty, integrity, and transparency to hold ourselves accountable and maintain the trust we have earned in our community.
- **Community Allyship:** We embrace change by amplifying voices that guide our work. We actively advocate with and meet people and the community where they are, to support them in getting where they want to be.
- **Collaboration:** The collective strength, aligned partnerships, and interconnectedness of community enable us to drive change, disrupt power structures, and address barriers.
- **Love and Care:** The way in which we care for our people and community matters. By providing a nurturing, welcoming, and loving environment, we create spaces for care, a sense of belonging, family, and home.
- **Grit:** Our perseverance, passion, and resilience affirm our belief that change is possible even in the face of adversity.

