

**New Step for You**  
**Arts Entertainment and Recreation**  
**Non-Profit**  
**www.newstep4u.com**  
416.457.4817, contact @newstep4u.com



## WHO WE ARE

### OUR MISSION

We Connect, We Inspire,  
We Create – Step By Step

New Step 4 U gives people-in-need opportunities to find their voices through creative arts.

Our mission is to help, guide and connect people who are facing a difficult time in their lives through healing art workshops and projects.

We promote the mental health of Canadians through the arts by carrying out customized creative, interactive art programs, workshops and projects for the benefit of individuals who are facing difficult life situations.



## COMMUNICATION OFFICER

### Position Overview:

New Step 4 U (NS4U), is looking for a highly motivated, dynamic, creative, organized, and passionate student to help support the ARTbalance - Communities Emergency Response through Art Project (CERTA).

The candidate will be responsible for developing content for NS4U's website, writing articles, features and press releases to be featured on the blog and sent out to our media partners from time to time, key message development, designing digital and social media content, monitoring and posting content on our social media channels, interacting with our social media followers, digital outreach initiatives, newsletter creation and circulation, designing communication materials including posters, infographic, social media posts among others and media outreach. The candidate will also assist with crucial PR activities increasing the visibility of the organization within the local community and help with the promotion of our mandate through building key relationships with journalists, bloggers and other influencers. She / he will further help with the creation of digital marketing content that aligns with our vision and mandate and assist with creation of collateral material for program-related and marketing-related campaigns as and when required. The student will heavily interact with our membership base to understand their needs and requirements to effectively curate and channel our communication materials. She / he will be the first point of contact for our members seeking more information about our programs. The candidate will be expected to attend regular meetings and come up with ideas to better promote our initiatives through our various channels.

If you are interested in this position, please email your resume and cover letter to [contact@newstep4u.com](mailto:contact@newstep4u.com).

[www.newstep4u.com](http://www.newstep4u.com) 416.457.4817, contact @newstep4u.com