

Communications Manager, Results Canada

Role title: Communications Manager

Location: Ottawa-Gatineau (Hybrid)

Hours: Full time (37.5 hours per week)

Are you on the hunt for a dynamic and rewarding role? Do you thrive in a fast-paced organization with colleagues passionate about impact? Are you looking to leverage your strategic communications know-how to contribute to positive change in the world and empower others to do the same? Results Canada is a grassroots advocacy organization that believes in mobilizing everyday people to generate the political will to end extreme poverty. We combine the voices of our volunteers with strategic areas of focus to leverage resources for programs and improved policies that help realize peoples' rights to health, education and economic opportunity. We believe that a world free of poverty is possible, that proven solutions exist, and that together we can change the world.

Results Canada is recruiting a Communications Manager to join our dedicated team of staff and volunteers. Reporting to the Executive Director, the Communications Manager will be responsible for Results Canada's overall strategic communications and branding and overseeing online content management, media outreach and publication and materials development.

responsibilities

- Oversee strategic communications efforts, tools and tactics that support our volunteers, drive outreach to new partners and ensure our campaigns and advocacy activities have maximum impact
- Manage the communications team, which includes one staff member, consultants, and interns
- Develop communication plans for key campaigns and important organizational moments (i.e. national conference)
- Develop a strategy to amplify Results brand through the development of corporate products, earned and bought media
- Develop email marketing and fundraising content for Results Canada
- Create and maintain up-to-date and relevant content for the Results Canada website, social media accounts and communications tools including reports, blog and newsletter
- Conduct regular monitoring and analysis of website and social media content and produce analytics reports with recommendations to improve performance metrics
- Identify and capitalize on media opportunities and build relationships with relevant media
- Monitor and distribute media mentions and published advocacy work of Results Canada volunteers across the country
- Develop media plans, press releases and other media content, as required

- Coordinate the development, layout and design of publications, including the Results Annual Report
- Create materials, templates and content for advocacy tools in line with the communications strategy in collaboration with the campaigns and public engagement teams
- Collaborate with other Results Canada colleagues to support the achievement of broader organizational goals
- Other duties as required

requirements

- Minimum 3 to 5 years of experience in a professional communications role
- Proficiency in both written and spoken French and English
- Proven experience managing a team
- Experience in strategic communications, and in developing communication tools and tactics that are clear, compelling and fit for purpose
- Experience with media engagement
- Excellent knowledge of Twitter, Facebook, Instagram and scheduling software
- Experience working with a website CMS (ex. WordPress) and editing HTML or CSS files
- Willingness to work irregular hours as required for events, calls etc.

assets

- Experience working in the not-for-profit sector and/or in volunteer engagement
- Experience in advocacy work and/or political work
- Knowledge of international development issues
- Experience supporting grassroots fundraising campaigns
- Experience using a CRM to capture, manage and action organizational contacts
- Familiarity with layout and design software
- Familiarity with photo and video-editing software

travel

- Light international and domestic travel may be required

work environment

Results Canada operates as a hybrid work environment with staff working from home and the Results Canada Ottawa office as required. There is a strong preference for the Communications Manager role to be based in Ottawa, in order to facilitate attendance at in-person events, parliamentary meetings, etc.

to apply

Applications should include your resume and cover letter explaining why the position interests you and how your skills and experience make you a suitable candidate. The salary band is \$68,000-78,000 and includes a comprehensive benefits package once the successful applicant has passed the probationary period. Results Canada offers four weeks' vacation plus an office holiday closure in December, a training budget for staff development and a flexible and dynamic work environment.

Please email your application to office@resultscanada.ca (cover letter and CV) by February 22, 2023 and include Communications Manager in the subject line. Only applications emailed directly to the Results office will be considered. Due to the high volume of applications, only short-listed applicants will be contacted. Please note applicants will be reviewed on a rolling basis and contacted for an interview.

Results Canada is committed to diversity and equity around the globe and in our workplace. We welcome applications from: women, Aboriginal persons, persons with disabilities, ethnic minorities, persons of minority sexual orientation or gender identity, visible minorities, and others who may contribute to diversification and share our values. If you are invited to continue the selection process, please notify us as soon as possible of any particular adaptive measures you might require.