

Job Description

Position: Bilingual Communications Manager

Reports to: National Director, Communications

Language Requirement: Bilingual (French and English) - Imperative

Location: Ottawa preferred. Candidates will be considered along the Toronto, Ottawa, Montreal corridor, with some required travel within Canada

Hiring Range: \$65,000 to \$77,000

Posting Date: January 22, 2025

How to Apply: email your resume and cover letter to recruitment@e2rsolutions.com by February 11, 2025

Job Summary

The Communications Manager is responsible for the development and implementation of strategic corporate communications plans and tactics at United Way Centraide Canada (UWCC). A member of the Marketing Communications team, they work closely with the National Director and other team members to support United Way Centraide's (UWC's) network communications and provide cross-team communications counsel and resourcing on strategic priorities including: Brand awareness and Thought Leadership, Government Relations and Advocacy, Community Impact reporting, Resource Development (Fundraising) stewardship and others.

The Manager will have demonstrated experience with managing diverse stakeholder groups within a matrixed organization. They are an adept facilitator and communicator with strong team orientation. The ideal candidate will be naturally curious, self-motivated and a creative problem solver.

A seasoned communications generalist with demonstrated experience in digital channels, the Manager is a skilled project manager, having the ability to set and manage multiple priorities with exceptional writing skills that connect with diverse audiences (local UWCs, donors, prospects, government, journalists etc.). The Manager will have experience and interest in monitoring sector trends and issues in the media landscape to proactively identify public relations opportunities, inform strategies and manage potential risks.

Responsibilities

Strategic Corporate Communications (40%)

- Inform and implement the annual UWCC Communications Strategy
 - Provide cross-team communications support aligned to UWCC strategic priorities in consultation with broader Marketing Communications team, UWCC colleagues and the UWC network.
 - Write, edit, and publish content for UWCC owned channels – website, social media, etc. ensuring branding consistency across all communication platforms.
 - Project manage UWCC strategic publications including the annual report, national impact reports and other public-facing white papers, facts sheets etc.
 - Develop and maintain key communications contacts throughout the UWC network.

- Develop and execute strategies to integrate and amplify local UWC impact-focused content into UWCC channels.
- Produce (plan, write, edit) content packages focusing on key UWC issues, community impact and fundraising priorities.
- Provide communications support and counsel to the National Director in the production and publication of speeches, presentations, blogs, e-communications and other for the Office of the President and CEO.
- Provide communications support to the National Director and UWCC Executive in the development of internal communications for UWCC staff and to the UWC network.
- Manage editorial calendar, content and publication of impact-focused communications.
- Keep abreast of best practices to provide strategic advice and guidance related to the continuous improvement of UWC's communications and marketing strategy, tools and practice.
- Participate in annual team and individual KPI setting, actively monitor performance and actively adjust plans to deliver goals.

Member Communications (30%)

- Manage key membership communications initiatives, including *Impact* – bi-weekly UWC network newsletter.
- Produce (content plan, writing, editing) communications directed to the UWC network.
- Maintain a current set of focused and strategic organizational key messages, factsheets (working in collaboration with Community Impact and data team) supporting the UWCC key priorities and impact areas.
 - Manage updating and distributing resources for UWC members, including the Issues Management Toolkit, Communications Messaging Strategy and Style Guide.
- Identify opportunities for cross-network, UWC communications campaign opportunities (community impact, fundraising, advocacy).
- Support the implementation of the UWCC National Awards Program and UWC Staff Service Recognition.
- Support the development of internal communications for UWCC staff.

Media & Public Relations (25%)

- Support the National Director in the production (plan, write, edit) of a variety of stakeholder-specific communications materials including media briefs, media releases, Op-Eds, speeches, issue briefs etc.
- Develop and execute stakeholder-specific communication plans, including the development of key messages and communications materials, for organizational priorities and emerging issues.
- Create a network of influencers and media contacts with the objective to educate and story tell throughout the year, developing a structured approach to acquiring new and relevant media relationships, maintaining a database of journalists and managing key processes such as the submission of op-eds, briefing invitations, etc.
- Manage media inquiries - respond or triage as appropriate, with support from National Director.
- Monitor and analyze the brand/message effectiveness of UWC/UWCC media coverage and UWC/UWCC web and social traffic.
- Monitor/scan the news regularly, identify potential sector issues and proactively raise them.

Team Accountability and Admin (5%)

- Manage general mailbox inquiries - respond or triage as appropriate, with support from the marketing communications team.
- Other duties as assigned.

Supervisory Responsibilities

- Volunteers, interns as available
- External vendors

Qualifications

Experience:

- Minimum of 5 years of work experience in communications, public affairs, media relations and/or other related communications disciplines.
- Proven ability to develop and execute communications tactics to reach diverse audiences across multiple channels.
- Experience in the not-for-profit and/or public sector environments an asset.

Skills & Knowledge:

- Excellent communications skills, in particular planning and writing/editing.
- Superior attention to detail and high level of accuracy in English and French language spelling and grammar.
- A self-motivated project manager with the professional foresight and ability to “make the call”, triage or escalate issues as appropriate.
- Comfortable working in a fast-paced environment with proven ability to manage competing priorities and to meet deadlines under pressure.
- Demonstrated experience with developing and managing media, public relations and thought leadership plans.
- Established media network an asset.
- Demonstrated experience and propensity towards relationship development and stewardship.
- Strong critical thinking, analytical and problem-solving skills.
- Strong computer and technology skills, including proficiency with Microsoft Office.
- Demonstrated experience with monitoring and reporting on media, social media and web performance, using platforms such as Cision, Meltwater and others.
- Knowledge of Sprout Social, Canva Pro, and Adobe Suite seen as assets.

Location

- Ottawa preferred. Candidates will be considered along the Toronto, Ottawa, Montreal corridor, with some required travel within Canada.
- Must be eligible to work in Canada.
- Regular office hours are 8:30am to 4:30pm. From time to time, there may be flexibility required (evening or weekend) to support program activities.

About United Way Centraide Canada

United Way Centraide (UWC) is Canada’s leading network of local community builders empowering people to make lasting social change in their community. With a presence across Canada, serving over 5000 communities, our federated network of local United Ways and Centraides (UWCs) tackle the important social issues of poverty and social exclusion in their communities. Our vision is that everyone in every community has the opportunity to reach their full potential. United Way Centraide Canada (UWCC) is the national office that provides leadership and services to UWC members across the country.

We offer:

- Generous paid vacation
- Paid winter break
- Other paid leave options, including parental and volunteer leave
- Summer hours
- Registered Retirement Savings Plan, with matching contributions
- Medical and dental benefits for you and your family
- Sick leave and disability insurance
- Life insurance

Diversity, Equity, and Inclusion

United Way Centraide Canada hires based on merit and is strongly committed to diversity and equity within its community and to providing a welcoming and inclusive workplace. It especially welcomes applications from Black, Indigenous and People of Colour, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

How to apply

Please send your application letter and resume in confidence to: recruitment@e2rsolutions.com
We thank everyone for applying; however, only qualified candidates will be contacted.

For more information, visit <https://www.unitedway.ca/>.