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| Position Title: | Manager, Marketing and Communications |
| Reports to: | Director, National Engagement |
| Location: | Applicants must reside in Canada. This is a fully remote position. |
| Start Date: | November 1, 2024 |
| Salary: | \$65,000-\$70,000 per annum |
| Benefits: | Flexible hours, remote role. As this is a fixed-term contract, candidates are not eligible for extended health care benefits. |
| Position Type: | Full-time contract, 37.5 hours per week. Fixed term contract for parental leave coverage until June 2026. |
| Application Deadline: | October 19, 2024. Applications will be reviewed on a rolling basis. |

OVERVIEW

Are you ready to make a significant impact with your marketing and communications expertise?

As the Marketing and Communications Manager, you'll be at the forefront of crafting and executing dynamic branding, marketing, and program communication strategies with content that elevates Humane Canada's mission to promote the humane treatment of all animals.

Reporting to the Director, National Engagement and collaborating closely with our innovative team, you'll spearhead captivating campaigns across diverse program lines and key channels. Your excellence in developing engaging narratives will captivate stakeholders and the public, drawing them into the Humane Canada vision and making a real difference for animal welfare.

In this role, you will manage all aspects of the communications and marketing department with a key focus on the effective communication of our government relations work. You will develop and implement strategies that effectively communicate our policy positions and advocacy efforts to external audiences, playing a vital role in advancing our legislative goals, ensuring that our voice is heard, and our impact is amplified through public and stakeholder support. Additionally, you will promote our programs and projects, highlighting their significance and success stories, thereby fostering a deeper understanding and appreciation of our mission across all audiences.

Join us in this exciting journey to create meaningful change and leave a lasting mark!

RESPONSIBILITIES:

OVERALL

- Formulate and implement robust communications and marketing initiatives that effectively highlight our programs and advocacy efforts, fostering deep engagement with our stakeholders and target audiences.
- Cultivate and enhance a cohesive and compelling brand presence across a broad spectrum of marketing and communications channels.

- Conduct comprehensive performance analyses of campaigns, extracting insights and rigorously assessing outcomes against established objectives.
- Forge strategic alliances and partnerships with key stakeholders to amplify our brand's reach and impact.

COMMUNICATIONS

- Collaborate closely with program and project leads to develop and implement individualized communications strategies, ensuring the delivery of relevant and impactful content.
- Address urgent issues and opportunities using the rapid response strategy, ensuring timely and effective dissemination of information to stakeholders and the public.
- Oversee the integration of program and organization communication across all digital platforms, ensuring consistency and alignment with the overall brand image.
- Actively promote content to the media by building strong relationships with reporters, pitching compelling stories, and seeking out proactive opportunities to share Humane Canada's mission and successes. Maintain and monitor the meltwater account to leverage media outreach efforts, ensure coverage and to measure the impact and reach of communications efforts.
- Consistently monitor media coverage and coordinate immediate responses when necessary. Craft op-eds, press releases, and feature articles that effectively communicate the organization's initiatives and achievements.
- Ensure all external communications consistently reflect the organization's brand and values, driving engagement and measurable outcomes.

MARKETING

- Provide strategic oversight for Humane Canada's brand development, encompassing planning, implementation, dissemination, and ensuring brand consistency.
- Direct the execution of the marketing strategy, ensuring that all projects meet their objectives within set timelines and budgets.
- Support effective campaign strategies that engage stakeholders in our fundraising, events, and programs.
- Direct the creation and approval of marketing content to ensure alignment with branding and communications efforts and guidelines.
- Maintain a comprehensive activity plan and calendar to support the marketing strategy, ensuring timely and organized execution of all initiatives.
- Oversee the development of content (mainly social media content, digital ads, reports, and email communications) to meet the highest standards of visual/written quality and effectiveness.

DEPARTMENT AND TEAM MANAGEMENT

- Oversee the work and performance of the National Engagement Coordinator, who is primarily responsible for curating electronic (social media, email), and fund development marketing. Provide skilled leadership, creative strategy and effective communications messaging to ensure the success of their initiatives, fostering a cohesive and effective marketing effort.

- Manage the marketing & communication budgets, projections, reconcile department expenses and support HC fiscal reporting.

ORGANIZATION

- Contribute to the overall management of Humane Canada, as a member of the Management team, by engaging in strategic planning, reporting, analysis, budget preparation and operational decision-making.
- Represent Humane Canada to other organizations, stakeholders, community at large and the media as required.

OTHER DUTIES:

- Other duties as assigned.

ACCOUNTABILITY:

Reports to the Director, National Engagement.

STATEMENT OF QUALIFICATIONS:

- Post secondary degree/diploma in communications, marketing, or a related field.
- 4-6 years of proven communications & marketing management experience delivering integrated communication and marketing strategies with internal and external audiences in an organization or corporation.
- Experience in recruitment and performance management as a supervisor or manager.
- Demonstrated experience in fiscal management related to budgets.
- Experience identifying target audiences and leading multi-channel marketing campaigns that engage, educate, and motivate with a proven track record as an innovative and creative marketer, building brand recognition and support.
- In-depth knowledge of strategic communications principles, including crafting and delivering clear, persuasive messages across various platforms.
- Exceptional written and verbal communication skills, with the ability to write compelling copy tailored to different audiences.
- Firm understanding of Canadian media and journalism principles with the ability to develop and maintain relationships with media outlets, ensuring positive media coverage and effective rapid response communication management.
- Knowledge of web analytics tools and the ability to turn creative ideas into effective projects.
- Proven ability to lead and manage communication projects from conception to completion, ensuring alignment with organizational goals and values.
- Strong program and time management skills, sound judgment, ability to set priorities, plan and delegate work.
- Proficiency in Microsoft 365 applications, including Teams, Outlook, OneDrive, and the MS Office suite.

- Excellent working knowledge of Canva, Hootsuite, Mailchimp and Meltwater (or similar media monitoring tool) is required and familiarity with graphic design tools such as Adobe Creative Suite is an asset.
- Experience in a nonprofit advocacy environment is an asset.
- Must work to some strident deadlines and manage and respond to competing priorities.
- Ability to take initiative and work independently with professional discretion.
- Commitment to the organization's mission and values.
- English is essential; bilingualism (English/French) is an asset.

REMOTE NATURE OF THE POSITION:

- Role is fully remote and successful candidate is required to perform responsibilities reliably and effectively through technology.
- Will require use of personal technology (phone, computer, printer etc.) and high-speed internet initially. A corporate laptop will be issued pending successful completion of the 6-month probationary period.
- Working hours are flexible but availability will be generally required between 9 am and 5 pm ET (Eastern Time Zone).
- Availability to travel for role within Canada as required.

If you are interested in learning more about this impactful opportunity with Humane Canada, please apply today with your resume, a letter of introduction and a link to your portfolio, attention Tara Hellewell, careers@humanecanada.ca. If you meet most but not all requirements and still think you would be a great fit for the role, we encourage you to apply. We do not expect all candidates to fit this role description 100 percent. The position will remain open until a suitable candidate is found.

Humane Canada is committed to having accessible and equitable employment practices. Because we value a diverse workplace, we prioritize an inclusive culture absent of discrimination during the application process and after joining the team. We encourage people from all backgrounds to apply, especially those from under-represented backgrounds. We believe that work on behalf of animals benefits greatly from collaborating with people from all backgrounds.

Persons with disabilities who require accommodation in the application process may email a request to the attention of Shelby Pearson at Shelby@humanecanada.ca.

The interview process consists of a maximum of three virtual interviews conducted with a variety of team members from Humane Canada. Offers of employment will be subject to successful reference checks.

We thank all candidates for their interest, however, only those selected for an interview will be contacted.

ABOUT HUMANE CANADA:

Founded in 1957, Humane Canada represents SPCAs and Humane Societies from coast to coast to coast as well as an increasing number of municipalities, animal welfare groups and rescue

organizations that make up the sector. We have a simple vision – a humane Canada. This vision was so important to us that in 2018 we publicly changed our name to Humane Canada. To achieve that vision we drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

As the convener of the largest animal welfare community in Canada, we advance the welfare of animals, with a strong national voice promoting the interests and concerns of animal welfare to government, policy makers, industry, and the public. We believe that each animal possesses intrinsic value, remarkable complexity, and inherent dignity, and as such is deserving of respect and moral concern. We elevate animal welfare through our values of collaboration and evidence-based thought leadership while building integrated, strategic professional teams that utilize systems thinking to create an effective and lasting change.