

Communications Manager

Job Posting

DATE POSTED: Friday, March 15, 2024

EMPLOYMENT: Full-time permanent at 37.5hrs/week

SALARY RANGE: \$62,500 - \$67,500 + Work from Home Stipend, Benefits and Generous Vacation

LOCATION: Remote, anywhere in Canada. Must be able to work within GCC's core working hours of 11am-3pm EST

APPLICATION DEADLINE: Monday, March 25, 2024, 5pm ET.

START DATE: Monday, April 29, 2024 (negotiable)

Organizational Background:

Sustainable and climate-ready communities are needed. We know this need is urgent. At Green Communities Canada (GCC), our work moves beyond the question 'why' and focuses on collaborative solutions to the challenge of 'how'. GCC has been leading a community-based climate action movement for more than 25 years, working together with our members from across the country to advance transformative, equitable, and lasting change.

As a membership-based organization, our mission is to connect community-based climate action groups through a national network to share resources, co-design innovative programming, and elevate the collective impact of GCC members. GCC's current program areas of focus are home energy efficiency, green infrastructure, sustainable mobility, and equity, diversity, and inclusion.

The Position:

GCC seeks a Communications Manager to lead our Communications team. Reporting to the Executive Director, the Communications Manager will collaborate closely with our Communications Coordinator and wider program staff to develop and a communications strategy, create and disseminate communications materials, and manage various communications activities, such as the website, social media platforms, newsletter, and more.

Key Responsibilities

1. Communication Planning & Project Management (30%)

- Lead the development of a comprehensive communications strategy for the organization.
- Oversee the maintenance, improvement, and future development of the GCC brand and website.
- Manage the co-creation of communication plans that help GCC programs achieve strategic goals.

- Develop relationships with media and develop plans for media impact by leveraging upcoming report releases and activities.
 - Work with external web, graphic designers and translators.
- 2. Content Creation (30%)**
- Oversee and support content creation for various channels including the website, blogs, social media channels, newsletter, news releases, etc.
 - Edit newsletters, press releases, social media content, blog posts, proposals, reports, and presentations.
 - Support development of materials and resources for GCC programs as well as communications materials for member organizations and partners.
- 3. Management and collaboration (25%)**
- Collaborate with internal stakeholders to ensure consistent messaging and branding across all communications channels.
 - Manage project-related workflow of the communications team, providing direction, support, and mentorship to ensure the successful execution of communications strategies and projects.
 - Lead project management for all marketing and communications projects.
- 4. Review & Reporting (15%)**
- Measure communications impact and support the creation of campaign reports.
 - Apply EDII principles and accessibility standards to communications activities.

Qualifications, Skills & Abilities:

- An undergraduate degree or diploma in Media and Communications, Marketing, Journalism, English or related fields, or comparable relevant experience.
- Minimum five years of experience in a Communications role with multi-stakeholder organizations, with increasing levels of responsibility and leadership.
- Proven project management experience and track record of success in planning and executing Public Relations and communications strategies to achieve organization objectives.
- Excellent time management skills, capable of managing multiple projects and incorporating input from various stakeholders.
- Strong communication skills, including excellent written, presentation, and interpersonal skills.
- Familiarity with graphic design principles and ability to create assets on platforms like Adobe Suite or Canva.
- Innovative, creative, and strategic thinker with excellent judgement.
- Experience in the environmental sector

Additional assets:

- Working knowledge of Microsoft 365
- Video editing
- Proficiency in French and or other languages
- Experience in the specific areas of the environmental sector in which we work including home energy efficiency, green infrastructure, sustainable mobility, and equity, diversity and inclusion.
- Campaigning, advocacy, government relations
- Photography and videography editing

How to Apply:

Qualified candidates are invited to submit the following materials in a single PDF file to info@greencommunitiescanada.org with the subject line “Communications Manager”:

- Cover letter (1 page maximum)
- CV (2 pages maximum)

We sincerely thank all applicants; however, we will only be able to personally contact those selected for an interview.

Green Communities Canada invites applications from all qualified individuals. GCC is committed to employment equity and diversity in the workplace. As part of our commitment to racial justice and reconciliation, GCC is actively encouraging Black, Indigenous, and People of Colour candidates to apply for this position. We welcome and encourage applications from people with disabilities, women, and people of any sexual orientation or gender identity. We are committed to a selection process and work environment that is inclusive and barrier-free. We encourage applicants to self-identify if they wish to do so.

Green Communities Canada acknowledges the many treaty and traditional territories of Indigenous Nations throughout Canada. We are grateful for the continued work of many First Nations, Métis, and Inuit peoples who are the original caretakers of the Land and Waters. In our work as environmental leaders, we have a responsibility to respect Indigenous perspectives and elevate Indigenous voices.