

Communications Manager

Job Title:	Communications Manager
Pay grade:	\$62,830 - \$73,130
Reports to:	Executive Director
Position type:	Full-time

Job Summary

EnviroCentre is an Ottawa-based environmental not-for-profit that supports local residents, businesses and communities to find practical ways to reduce their environmental impact. Our four key impact areas are Green Homes, Green Business, Green Transportation and Green Future. We have been working for more than twenty years to promote practical climate action and awareness in our local communities, and we are one of the leading local agencies in environmental action.

EnviroCentre has an immediate opening for a Communications Manager who is responsible for leading the communications and outreach for EnviroCentre. The communications department leads and supports EnviroCentre's outward-facing communications, branding, social media, media, and outreach work. The manager is responsible for showcasing EnviroCentre's program work, raising support for local climate action, and providing marketing and communication support to program activities. This is a creative, dynamic and fast-paced role that works closely with senior management and requires a broad base of knowledge of the communications sector and the climate action community (Ottawa and beyond), as well as the versatility and motivation to move forward the work of climate action in our region.

This role has two direct reports and reports to the Executive Director. The manager is responsible for executing EnviroCentre's communications strategy and supporting the Communications Department to develop and deliver on its objectives and work plan. The Communications Manager oversees financial and human resources for the communications department.

Job Duties

Team & Project Management

- Oversees and provides clear direction to the Communications team
- Collaborates with program staff to determine work plans and set production deadlines for communications content
- Provides leadership and advocates on key elements of the communications strategy
- Oversees and supports staff work plans, line managers, and conducts performance evaluations for all team members

- Oversees hiring and onboarding of new Communications staff
- Contributes to EnviroCentre's strategic initiatives and operational projects as required
- Oversees Communications budget and reports on Communications analytics

Content & Visuals Management

- Oversees and participates in the development of content for all EnviroCentre's channels including social media, websites, newsletters, and community outreach
- Provides creative and editorial input into all communications team products
- Manages the content calendar in line with the strategic plan
- Oversees and participates in the development of all visual assets including digital graphics, outreach materials, social media content, branded materials and more
- Ensures that content is made available in both official languages and compliant with AODA requirements
- Leads engagement with the media, drafting and issuing press releases and pitching stories in line with our strategic objectives
- Oversees all marketing campaigns
- Responsible for hiring and managing external agencies and contractors (designers, developers, web masters, videographers, etc...)
- Oversees EnviroCentre's websites and ensures content and platforms are up to date
- Other duties as required

Skills and Experience

- Post-secondary education in a related field (or equivalent professional experience)
- A minimum of five (5) years related professional experience, including both project and personnel management
- Demonstrated experience leading teams and working with a broad range of community members
- Knowledge of and experience with best practices in communications, journalism and/or marketing
- Demonstrated experience working in a multi-stakeholder environment
- Exceptional written and verbal communication skills in English
- Working knowledge in French is a strong asset (but not a requirement)
- Advanced proficiency with MS Office (Word, Outlook, Excel, and Power Point)
- Demonstrated knowledge of common communication platforms like Wordpress, Mailchimp, Canva, Google Analytics, Hootsuite etc...
- Ability to communicate ideas and recommendations to staff, partners and community stakeholders
- Excellent time management skills

- Strong interpersonal, communication (written & oral), presentation, organization and meeting-management skills
- Ability to multi-task
- Attention to detail
- Analytical ability to solve problems with practical solutions
- Ability to work independently and be self-directed, and the ability to work as part of team

Working Conditions

- EnviroCentre is a virtual workplace and will provide all necessary technology and IT support to ensure employees have the tools they require to effectively work from home
- Part of a passionate team of environmental leaders who lead by example and are proud to be contributing to Ottawa's Climate Targets
- Frequent computer use
- Occasional evening or weekend work

In addition to competitive pay, we offer:

- 35-hour workweek and the ability to work flexible hours
- A virtual workplace that supports work-life flexibility, combined with in-person events, occasional in-person group meetings and the opportunity to use a co-working space in downtown Ottawa or another convenient location
- Starting 3 weeks paid vacation per year, plus paid office closure between Christmas and New Year and summer half-day Fridays
- Health, dental and wellness coverage for you and your dependents
- Paid sick days, and additional time off for personal and care responsibilities
- Caring, compassionate and supportive work environment that recognizes that work is one of the many responsibilities we have to prioritize in our lives

EnviroCentre is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, colour, gender, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, provincial, or municipal laws. EnviroCentre is committed to a workplace where everyone can participate safely, freely and confidently. We encourage applications from individuals who identify as BIPOC (Black, Indigenous, Peoples of Colour) and/or members of equity-seeking groups.

EnviroCentre recognizes a diversity of backgrounds and experience. If you do not have the formal experience described but can meet the requirements of the role and are willing to learn, we encourage you to apply and make your case in your cover letter. We are interested in a diverse team, and we are willing to train the right person.

EnviroCentre is committed to developing inclusive, barrier-free selection processes and work environments. If contacted in relation to a job opportunity, please advise us in a

timely fashion of any accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.

Application Deadline: March 16, 2023

Anticipated start date: As soon as possible

Important: Please send your CV and Cover Letter in one document to

info@envirocentre.ca

Please ensure your CV file (PDF) includes your first and last name and the reference number (Reference# EC202303)

Example: Firstname_Lastname_ EC202303.

Please also put the Reference# EC202303 in the subject line of your email.

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