



January 22, 2019

Communications Manager (One-year mat leave contract, Toronto)

Who you are

You're an experienced communications professional who wants to drive awareness of issues of food insecurity, health, and social isolation facing low-income Canadians. You're a persuasive and strategic writer with exceptional editorial judgement, a flair for storytelling, and experience creating compelling and effective communications materials that compel people to give. You're equally excited by thinking it up as you are by getting it done; effective strategy and planning and flawless execution are your strengths. You have experience working with media to attract coverage of issues and events. You're a creative, driven, diplomatic self-starter and relationship-builder who's able to balance competing demands and priorities, and is comfortable working in a collaborative and ambitious work environment.

Who we are

[Community Food Centres Canada](#) (CFCC) is a national non-profit that builds health, belonging, and social justice in low-income communities across Canada through the power of food. We were founded in 2012 to work with local partners to build Community Food Centres in low-income communities. We believe food is a powerful community-building tool that can bring people together around shared goals, build skills and physical and mental health, and create the opportunity for greater equity and social change. CFCC is a flexible, collaborative, and dynamic workplace.

The position

Reporting to the Director of Communications, and working within the communications team and with the wider staff team, the Communications Manager contributes to building CFCC's brand and profile as a leader and innovator in the non-profit food and health space, and expanding the organization's capacity to meet its revenue goals and engage stakeholders around the issues facing our communities.

Community Food Centres Canada hires on the basis of merit and is strongly committed to equity and diversity within its community. We especially welcome applications from members of racialized groups, Indigenous persons, persons with disabilities, person of diverse sexual orientations and gender identities and others with the skills and knowledge to productively engage with diverse communities. We are committed to achieving full accessibility for persons with disabilities by arranging for any necessary accommodation.

Main responsibilities

- Contributes to developing and executing the organization’s annual communications plan, which supports the organization’s strategic objectives;
- Ensures the organization’s brand, messaging, and voice are consistent across all materials and activities;
- Works with the fundraising team on the development of donor communications and fundraising and awareness campaigns and events;
- Develops marketing and program collateral in a variety of formats and media, in keeping with CFCC’s high standards for content and consistency;
- Acts as the communications lead for fundraising and stewardship events;
- Manages media relations for the organization, including monitoring, pitching, tracking, and message development, and works to ensure CFCC + its partner organizations can be proactive on securing media coverage for key initiatives and issues;
- Provides key message training to CFCC staff and champions;
- Works to increase the number of Canadians who are meaningfully engaged in CFCC’s work and the issues we address through creative and strategic campaigns, events, and partnerships;
- Supports Community Food Centres and other affiliated organizations to develop effective communications plans and policies, and develops shared tools, templates, and trainings.

Qualifications

- Minimum of 5 to 7 years of related work experience;
- Post-secondary degree in communications, journalism, or related field;
- Ability to write clearly, concisely and persuasively for a variety of audiences and platforms; excellent command of grammar, usage, and tone;
- Experience developing a wide range of effective communications materials and tools, including annual reports; donor appeals, advertising; web copy; video scripts; marketing collateral; briefing notes; reports; talking points; etc.;
- Familiarity with the Canadian media landscape and experience generating media interest and coverage for issues and campaigns;
- Experience supporting fund development goals through effective donor communications;
- Proficiency with any of the following: G Suite, Kentico, Engaging Networks, Salesforce, Trendkite, Adobe Creative Suite
- Fluency in French (written and spoken) an asset.

Position details: Full-time, 37.5 hours per week (one-year mat leave replacement)

Salary: \$55,000 - \$65,000, based on experience, plus a generous employee benefits package

Start date: Mid-March

Please submit a covering letter and resume in a single document to work@cfccanada.ca with “Communications Manager” in the subject line. Posting closes Monday, February 4, 2019 at 5 p.m.

Only those applicants being considered will be contacted. Thank you for your interest in CFCC.