



## Communications Manager

### Position Summary

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Reporting to the CEO, the Communications Manager supports the development of proactive and effective communications that reflect the Foundation's brand and values. H/She leads communication activities including newsletters, the website, displays, brochures, media and public relations, the blog, and social media. H/She will champion the Foundation's brand identity and public image.

### Primary Responsibilities

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#### Communications

- Develop and implement communications plan, including advertising campaigns
- Compose, edit, design and produce publications such as newsletters and correspondence
- Write new releases, speeches, articles
- Develop and monitor implementation of key messages
- Prepare PowerPoint presentations
- Edit and organize the publication of documents
- Update and maintain the website—content, blog
- Manage social media accounts
- Manage visual identity
- Build strong and positive relationships with key Foundation partners
- Working with the CEO, Director of Development, and Community Investment Managers, develop key messaging and marketing strategies
- In conjunction with the Fund Development department, develop and manage the marketing and communications for the organization
- Assist with various special projects as requested to ensure the Foundation operates effectively and meets donor, volunteer, staff, families, partnering agencies and the general public requirements

### Key Competencies

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- Strong strategic communications skills and abilities
- Ability to organize workload, set priorities, and manage multiple tasks simultaneously with short deadlines in a busy work environment
- Demonstrated outstanding attention to detail
- Ability to work independently and exercise initiative yet also work as part of a team

- Strong verbal communication skills
- Ability to work with confidential information
- Proficiency in Microsoft Office (Word, Excel PowerPoint, Publisher)
- Experience with Adobe Creative Suite an asset
- Flexible work schedule—some evening and weekend work necessary
- Access to a personal vehicle, and a driver’s license
- Demonstrated ability to foster and support relationships with key external stakeholders

### **Qualifications and Experience**

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- Post-secondary education with a focus on professional writing, journalism, communications, public relations, or a related discipline with a minimum of three years of working experience, or an equivalent mix of education and experience
- Direct experience developing and writing marketing and communication collateral materials
- Supervision experience required
- Experience working in the non-profit and/or charitable sector is an asset
- Demonstrated successful execution of marketing and communications plans

Please forward your cover letter and résumé to Veronica Carroll, Chief Executive Officer, at [veronica.carroll@viha.ca](mailto:veronica.carroll@viha.ca). The application deadline is Friday, January 26, 2018. We thank all applicants for their interest; however, only those shortlisted will be contacted.