



Communications Manager

Reports to: Operations Director

Team: National Office

Location: Surrey, BC or Winnipeg, MB

Level: Manager, mid-level, no direct reports

Hours: Full Time, with some flexibility regarding schedule and onsite hours

Pay range: \$52,000-55,000 (based on experience and geographical location)

Key contacts: A Rocha Canada directors, CEO and team, communications subcontractors and volunteers, A Rocha International Communications team

SUMMARY

Are you a born storyteller at home in a digital landscape and inspired by the creative potential of multimedia communication? Do you want to use your gifts and experience to further nature conservation efforts around the world? A Rocha Canada is seeking a hands-on, results-driven and gifted Communications Manager (National) to join our National Office team at an exciting moment in our organizational history.

For over 40 years (24 years in Canada) and now on six continents, A Rocha has been protecting and caring for vulnerable habitats, species and communities inspired by God's love for all creation. Reporting directly to the Operations Director at A Rocha Canada, you will be empowered to use your talents to expand our pipeline of prospective partners and donors (acquisition) and elevate the awareness of A Rocha across Canada. You will play a key role in growing the organization's revenue-generating potential primarily through communications that inspire generosity.

RESPONSIBILITIES

Storytelling for fundraising

- Listen well for stories of transformation within the organization, and help to collect and craft them for optimal impact
- Tap, gather, write and release impact stories and experiential journeys (of donors, volunteers, interns, program areas etc.) and create a compelling thematic storytelling plan to fulfill eNews and social media plan needs
- Develop, support and promote organization goals, including through messaging, social media content creation and media outreach
- Produce digital marketing content that aligns with the organization's identity and message, and assist with fundraising campaigns and proposals as needed
- Conceptualize and implement organizational communications strategies and campaigns in collaboration with management



Communications Manager

Online Communications

- Coordinate brand refresh and website redesign logistics and meetings and act as key agency liaison
- Hone our online presence by developing a theologically trustworthy and compelling brand voice and tone
- Moderate website management (not programming, but CMS use; adding blog posts, events, updating content on pages, creating new pages)
- Google analytics and Adwords management to increase eNews sign-ups, event participation and giving.
- Mailchimp email list management and mail segmentation strategy development
- Create and oversee a calendarized automated social media plan
- Promotional campaigns for church engagement, or other priority programmatic campaigns via landing page content / layout design
- Coordinate E-newsletters
- Oversee staff on Eventbrite set up for certain events

Offline Communications

- Assists in developing communication strategies and work plans
- Create a well-organized digital library of stories and visual assets (photos, videos, sound bytes, etc.)
- Create and roll out digital storytelling templates and frameworks to make it easy to collect the nuggets
- Lead project management of the annual report
- Direct appeal coordination support (includes digital work)
- Respond to media inquiries and arrange interviews with organization's spokespeople
- Develop and disseminate public relations materials including press releases, media advisories, etc.
- Subcontract and oversee graphic and web design components as required, within budget allotted

Other

- Advance the knowledge available to the fundraising team by participating in professional organizations, and keep informed of current news and industry trends.
- Develop and nurture a feedback panel of donors/stakeholders to ensure stories are meeting their informational needs
- Oversee compliance with Canada's Anti-Spam Legislation and Privacy Laws
- Model open communication and work collaboratively within A Rocha Canada as a whole for the good of the organization, in support of A Rocha Canada's mission, core values and strategic plan.
- Perform other duties as assigned.

QUALIFICATIONS

- Undergraduate degree, ideally in a relevant field such as communications, marketing, journalism, graphic design or equivalent experience
- 5 years employed in a communications or marketing-related role
- Candidates with prior experience in not-for-profit/charitable sector or fundraising will be prioritized
- Project management: a demonstrated ability to handle several projects simultaneously, accommodate shifting priorities, and meet deadlines
- Excellent attention to detail and high degree of accuracy
- Strong writing skills and a proven track record for creating excellent copy across multiple channels
- Excellent all around communicator, especially written and spoken English
- Experience working within brand guidelines
- Competence with design software (ideally Adobe Creative Suite and Canva Pro, Mailchimp, Wordpress, Eventbrite)
- A quick learner, especially of new software and technology
- Assets: experience with fundraising CRMs (like Salesforce, Raiser's Edge, Keela, Virtuous), Basecamp, website forms/Form Assembly, Google Drive Suite (docs, spreadsheets etc.), Google Analytics

CHARACTERISTICS

- Understands and supports the ethos, mission and core values of A Rocha Canada
- There is a genuine occupational requirement for the person in this role to be a committed Christian due to the need to authentically communicate the Christian identity of A Rocha
- A high level of self-motivation and an ability to take initiative
- A demonstrated ability to maintain strict confidentiality and handle sensitive information
- Well-developed interpersonal skills and the ability to work both independently and in teams
- A love and appreciation for nature and concern for biodiversity loss
- Commitment to investing in strong team relationships with the teams across Canada in a mostly virtual context.
- Creative thinker, with ability to generate forward-thinking and relevant ideas
- Highly organized and able to manage multiple projects, deadlines and tasks concurrently

This position requires a criminal record check with a vulnerable persons scan. Specialized site-specific training will be provided in accordance with A Rocha's Child Protection Policy.



Communications Manager

HOW TO APPLY

Please email your resume in confidence to luke.wilson@arocha.ca. Include the following with your application:

1. Cover letter detailing how you meet the requirements of the role
2. Your answer to the following question: What is it about A Rocha Canada's work that would make you excited to join our team?
3. Three samples of copy you have written in the past 18 months

Applications will be open until filled.

We appreciate all applications, however, only those candidates selected for an interview will be contacted.

A Rocha Canada is committed to developing inclusive, barrier-free selection processes and work environments. If contacted in relation to an employment opportunity, please advise us of any accommodation measures, if required, which would enable you to be interviewed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.