



POSITION: Communications Manager

LOCATION: Toronto, Ontario

REPORTS TO: Managing Director

ORGANIZATION WEBSITE: www.samaracanada.com

DATE: January 26th 2016

DEADLINE: February 29th 2016

THE ORGANIZATION

Samara Canada is dedicated to reconnecting citizens to politics. Established as a charity in 2009, we have become Canada's most trusted, non-partisan champion of increased civic engagement and a more positive public life.

Samara Canada's research and educational programming shines new light on Canada's democratic system and encourages greater political participation across the country, to build better politics, and a better Canada, for everyone.

Since Samara began, we have written provocative reports, held seminars for journalists, held public events, conducted media interviews, spoken at conferences, produced curriculum materials for university and high school classrooms, and been cited in academic research.

Samara maintains an active website and has an extensive social media presence. More information can be found at www.samaracanada.com.

THE POSITION

The Communications Manager is a full-time position, based in Samara's office in Toronto. The Communications Manager will work with the Managing Director and Executive Director to develop and deliver on the organization's strategic communications plan, execute communications materials and support Samara's media relations.

The ideal candidate will be a persuasive and strategic writer with a flair for storytelling; have experience creating compelling and effective communications materials; be able to create and stick to schedules; have experience using a digital communications platforms and strategies to generate interest in key issues; be comfortable working in a highly collaborative environment; and have a demonstrated interest in politics and follow Canadian politics.

The ideal candidate should combine the program managing skills of a drill sergeant; the tact of a politician; the analytical skills of an accountant; and the writing skills of a journalist. “Planning” should be your middle name.

The position will report to Kendall Anderson, Samara’s Managing Director, and will require working collaboratively with all Samara employees.

Samara has a very small team, and all of us are passionate about politics and engagement. This role will offer the right candidate the chance to help Samara make a strong contribution to public life of this country.

RESPONSIBILITIES

Working under the Managing Director and collaboratively with other Communications Team members, and overseeing the work of freelancer editors, designers and web designers this person will:

- Plan and create Samara’s communications materials.
 - Co-write, edit and produce research reports and op-eds
 - Develop brochures and other communications materials required to support programming and the organization
- Oversee the day-to-day communications schedule and the ongoing development of Samara’s web properties.
 - Set the agenda for and run the weekly Communications Team meetings
 - Develop and maintain the communications calendar
 - Write and publish regular newsletters
 - Maintain and strategically develop Samara’s French and English websites
 - Oversee the development of the Samara blog, including scheduling and editing
 - Working with Samara’s Community Animator, ensure all social media properties are aligned and support the organization’s communication and social media strategy
 - Track analytics and advise on and make changes to improve work and visibility
- Support Samara’s public relations activities with the Executive Director.
 - Lead the team in preparing key messages, op-eds, press releases, web content, newsletters and other communications materials
 - Maintain a database of and ensure ongoing communication with journalists
 - Pitch and set up interviews for Samara staff
 - Track coverage and report on media hits and analytics

CANDIDATE REQUIREMENTS

- A minimum of 5 years of professional, full-time work experience in media, communications or journalism
- Experience and comfort working in an entrepreneurial environment
- Proven ability to translate research and conceptual work into meaningful and engaging products and activities for the public
- Exceptional writing and editorial skills

- Exceptional organizational skills and an ability to independently manage multiple projects and demands
- Very strong understanding of online publishing, including web design, blogging and analytics
- Very strong technical capabilities for Indesign, Illustrator or other publishing vehicles or experience working efficiently with designers
- Experience with NationBuilder or other contact management systems ideal
- Excellent computer literacy including Internet, Cloud, Microsoft Office (Outlook, Word, Excel, PowerPoint)
- Interest in politics and public life
- Experience working in or on politics is an asset
- An ability to work and communicate in both English and French is strongly preferred

PERSONAL CHARACTERISTICS

You:

- Realllllly care about the details. This bullet point ruins you're day.
- Love schedules. You can see how writing down a plan helps others to do their best.
- Like people and want them to care about politics. You can talk to media, leaders, and that guy from the coffee shop in their language. You are always thinking about how others think, read and experience the world.
- Might be a political junkie but it's not required.
- Like the people you work with and want them to succeed. You lead from behind and ensure that all teammates have what they need.
- Love working on a thoughtful op-ed, but are just as happy to go into the back end of the website and build a web page, fix a typo or prepare a PowerPoint presentation.
- See a problem and solve it without much direction.
- Move long-term projects forward while simultaneously executing short-term projects.
- Adapt to shifting priorities and a changing workflow.
- Are unfazed when something goes wrong and think first about options for how to solve the problem before you bring the problem to others.

COMPENSATION

Salary will be commensurate with experience. The position includes benefits and vacation.

HOW TO APPLY

Samara is committed to the principle of equity in employment and encourages applications from all qualified people from any background.

Applications must include a resume and a cover letter that describes your experiences and what specific ideas you would bring to the position.

Please send your application by e-mail to Kendall.anderson@samaracanada.com. Applications will be accepted on a rolling basis until February 29th, and ideally the position will begin as soon as possible.