



Job Posting: *Communications Manager*

About the Samara Centre for Democracy

The Samara Centre for Democracy is a non-partisan charity that is committed to securing an accessible, responsive and inclusive democratic culture in Canada. The Samara Centre's insights make it a go-to resource for active citizens, public leaders and the media. A samara is the winged "helicopter" seed that falls from the maple tree. A symbol of Canada, it is also a reminder that from small seeds, big ideas can grow.

Role Summary

Reporting to the Public Affairs Director, the Communications Manager will oversee a communications strategy that enhances the vision, profile and visibility of the Samara Centre. The successful candidate will approach engagement initiatives with an informed commitment to equity and anti-racist principles. This role will collaborate with a wide range of stakeholders to bring a strategic and effective approach to communications initiatives.

The Communications Manager is an emotionally intelligent storyteller and skilled writer who can plan and execute a long-term communications strategy, but also knows how to shift gears and rapidly respond in the short-term when appropriate. They have an ability to manage details and see the big picture. Above all, they are a collaborator and see communications as the link to all other functions of the Samara Centre.

The incumbent must have good editing and project management skills and follow online communications trends and technologies.

Responsibilities

- Plan and develop an integrated multi-channel communications strategy that increases engagement with the Samara Centre among key stakeholders based on organizational goals and new opportunities.
- Ensure that digital communications both reflect the vision of the Samara Centre and prioritize a high-quality user experience.
- Maintain up to date knowledge about accessibility policies for digital engagement.
- Provide expert guidance on communications strategy, planning, tactics and best practices.
- Lead content strategy and development for the website, social media platforms and e-newsletter.
- Oversee an editorial calendar and reporting on engagement metrics.
- Develop content for print, web and electronic communications.
- Prepare quarterly and annual reports on communications activities to ensure tactics are meeting strategic goals.
- Oversee freelance content producers, graphic designers and other vendors.
- Develop and implement creative campaigns that increase engagement with the Samara Centre's programs, research and other initiatives.
- Develop and implement targeted outreach initiatives that support communication strategies.

- Cultivate ongoing, high-profile prospective partnerships that advance strategic agendas.
- Ensure that the Samara Centre's brand and approach is responsive, inclusive and accessible.
- Determine key performance indicators to measure success.
- Advise on art direction, branding strategies and attributes to support various initiatives.
- Author key messages and/or speeches for senior leadership.
- Demonstrate tact, professionalism, sound judgment and sensitivity.
- Produce promotional and outreach materials.
- Contribute to research summaries, policy briefs, opinion pieces, reports, parliamentary committee submissions, articles, talking points, speeches, fact sheets, info-graphics and other written materials.
- Project management skills, including ability to set priorities, leverage limited resources, and meet deadlines for print, web, and video production.

Qualification and Experience

- Degree or equivalent training in humanities, journalism, marketing or communications or combination of applicable and equivalent experience.
- Minimum five years of recent, relevant experience in communications planning, tactics and/or advocacy. Experience designing outreach campaigns is an asset.
- Experience in information architecture for individual websites and social media.
- Excellent copywriting, proofreading and editing skills for web and print communications, including fluency in English grammar and spelling.
- Knowledge of French an asset.
- Proven knowledge and facility with a broad range of communications vehicles including traditional print and new/emerging media: web design, web-based marketing, content management solutions, and social networking tools including blogs, podcasts, and other emerging platforms.
- Well-developed design capabilities and experience with various web and graphic design software, including Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office, HTML and Content Management Systems.
- Knowledge of UX/UI best practices.
- Strong public-service orientation.
- Demonstrated ability to perform duties independently and carry out projects of varying complexity for extended periods of time.
- Must be creative, collaborative, resourceful and solutions-oriented.

Salary: \$72,000

How to Apply

Applications should include a curriculum vitae and a detailed cover letter explaining your interest and understanding of the Samara Centre's work. Applications will be accepted on a rolling basis until **Friday, November 5, 2021 at 5pm ET.**

Please send your application as a single pdf to Christine Latimer at christine.latimer@samaracanada.com. "Communications Manager" should be noted in the subject line.

The Samara Centre is committed to a diverse, equitable and inclusive workplace in which everyone is welcomed, valued, and supported. Please advise of any accommodation measures that would enable you to be interviewed in a fair and equitable manner. If you are a member of an equity deserving community we encourage you to self-identify in your application. Information received in relation to identity or accommodation will be kept confidential.