



960 Carling Avenue, Building 106

Ottawa, ON K1A 0C6

Marketing and Communications Manager

4-H Canada

Reports to: Marketing and Communications Director

Purpose: The Marketing and Communications Manager is responsible for the implementation and oversight of comprehensive stakeholder engagement, publications, public relations and marketing and communications initiatives that enhance the organization's brand and profile as the leading positive youth development organization in Canada.

Working closely with senior management and internal/external stakeholders, the Marketing and Communications Manager will oversee and implement a number of strategic communications initiatives. He/she is an exceptional project manager and strong communicator, with experience managing diverse communications initiatives across channels. He/she can easily handle competing timelines and have developed excellent leadership skills in your past roles.

Responsibilities

- Assist Director in the development of public relations and media relations strategies, ensuring alignment with the overall communications strategy,
- Responsible for the project management of all 4-H Canada publications and communications materials, leading process from content creation to printing, on time, of high quality and within budget,
- Writing and editing of communications and marketing materials including annual report, magazines, blogs, press releases, communications toolkits and other content as required, within budget,
- Work with Marketing and Communications Coordinator to plan and manage editorial and social content calendar,
- Develop communications materials for internal and external stakeholders,
- Assist with the development and maintenance of communications plans alongside Marketing and Communications Director,
- Liaise with different departments to ensure communications needs are met and all content is accurate,
- Provides communications support to departments as needed,
- Report to Director on budgeting associated with publications and resources,
- Represents 4-H in a positive manner during any internal and external opportunities and assignments,
- Any other duties as assigned by supervisor.

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Qualification and Skills

- A degree or diploma in Journalism, Communications, Marketing or a related field
- Possess a minimum 6 years of progressive experience as a communications professional, preferably from a not-for-profit background in the youth or agricultural fields
- **Excellent writer** and **editor** able to produce content for multiple audiences
- Outstanding project management skills with a proven track record of delivering high-quality products on time and within budget
- Possess a high degree of professionalism, efficiency and attention to detail
- Strong analytical, organizational and time-management skills are a necessity
- Excellent interpersonal, relationship building skills are a must
- Ability to work a flexible schedule and travel at times
- Demonstrated interest in the field of positive youth development
- Experience with a variety of content management systems such as Drupal
- Ability to provide a clear criminal background check.
- Bilingualism is a very strong asset

Deadline to apply: December 20, 2018

Start date: January 14, 2019

To apply for this position please email your cover letter and CV to:

Jay Poulton
Marketing and Communications Director
4-H Canada
jpoulton@4-h-canada.ca

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