Communications Manager

Reports to**:** Director, Member Services
Location**:** Remote in Canada
Position Type: Full time, 12-month contract with possibility of extension
Salary range: $70,000-$85,000, commensurate with experience
Application Deadline: November 26th, 2026, 11:00pm EST

About the Organization

4-H Canada is a national, not-for-profit youth development organization that works with provincial 4-H organizations to help young people build the skills, confidence, and connections they need to become engaged, responsible leaders. Guided by the motto “Learn to Do by Doing,” 4-H offers hands-on, youth-led programs in agriculture, food, science and technology, leadership, citizenship, and community engagement. Supported by dedicated volunteers, staff, partners, and sponsors across the country, 4-H Canada has been helping youth reach their full potential for more than 100 years. At the national level, 4-H Canada supports collaboration among provinces, advances shared priorities and national programs, and represents 4-H on the national stage.

Position Overview

The Communications Manager plans and delivers integrated communications that build awareness, engagement, and participation in 4-H Canada’s priority programs, events, initiatives, and partnerships, aligned with the 4-H Canada strategic plan.

The successful candidate combines strong writing and editing skills with practical and strategic planning, execution, and relationship-building skills. This hands-on role leads day-to-day digital communications, website and social media management, content development, media relations, and stakeholder communications.

Key Responsibilities

- Develop, manage, and implement communications plans aligned with organizational priorities, programs, events, partnerships, and the 4-H Canada strategic plan.
- Work with internal teams to identify needs, opportunities, key messages, and required materials.
- Write, edit, and publish website, newsletter, email, social media, media, sponsor, Annual Report, presentations, and stakeholder content.
- Serve as the primary editor and ensure communications are accurate, engaging, on-brand, and aligned with organizational priorities.
- Maintain current, accessible, and user-friendly website content, including news, resources, events, and program updates.
- Plan, create, schedule, publish, and monitor social media content that supports programs, events, campaigns, and organizational priorities.

- Track performance and identify opportunities to increase awareness, engagement, and participation.
- Track engagement and performance metrics to report to stakeholders and to use as a tool to improve media performance.
- Create timely, clear communications for members, volunteers, youth, donors, sponsors, alumni, and partners.
- Showcase impact and outcomes while supporting partner and sponsor recognition.
- Apply 4-H Canada's visual identity and brand standards across communications, while also preserving 4-H Canada's brand integrity through licensing, usage approvals, etc.
- Review materials and advise staff, contractors, and partners on brand use.
- Coordinate communications projects, calendars, timelines, vendors, budgets, and reporting from planning through delivery.
- Other tasks as required.

Qualifications and Experience

- Four to seven years of experience in communications, public relations, marketing, or digital engagement.
- Degree or diploma in communications, public relations, marketing, journalism, digital communications, or a related field.
- Demonstrated experience in writing and editing with precision, communications planning, social media, website management, and project coordination.
- Experience in a nonprofit, association, membership, agriculture, youth-serving, or community organization is an asset.

Skills & Competencies

- Excellent writing, editing, proofreading, and plain-language skills.
- Strong attention to detail and commitment to quality.
- Proficiency with content management systems, email marketing platforms, social media tools, and analytics.
- Strong planning and organizational skills, with the ability to manage competing priorities and deadlines independently and collaboratively.
- Ability to balance strategic thinking with hands-on execution, providing day-to-day leadership while actively contributing to the work required to deliver results.
- Strong interpersonal skills and a service-oriented approach to building relationships and collaborating with provincial 4-H staff, volunteers, partners, sponsors, and stakeholders.

How to Apply

Submit your résumé and cover letter to hr@4-h-canada.ca by November 26th, 2026, at 11:00pm EST outlining your interest and fit for the role by the application deadline.