# Position Profile: Senior Manager, Communications and Marketing

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| **Job Title:** | Senior Manager, Communications and Marketing |
| **FTE:**  | Full Time (36.25 hours/week) |
| **Class Type(s):**  | Permanent |
| **Location:** | Winnipeg, MB (preferred); Kitchener-Waterloo, ON; or Vancouver, BC. |
| **Reports to:**  | Senior Director - Communications & Donor Relations |
| **Department:** | Communications & Donor Relations |

**ABOUT CLWR**

Canadian Lutheran World Relief (CLWR) challenges the causes and responds to the consequences of human suffering and poverty, working for a world where all people live in justice, peace, and dignity.

CLWR is one of Canada’s oldest, most-trusted international humanitarian organizations. Founded in 1946, we’ve long been the international charity of choice for hundreds of thousands of Lutherans across the country, and one of the longest-standing partners of the Government of Canada in international relief and development work, and in helping refugees find new hope in Canada.

**WORKING WITH CLWR**

We’re committed to an equitable, diverse and inclusive environment that is accessible to all. CLWR provides a competitive salary, a supportive work environment and excellent learning opportunities.

CLWR’s team members come from all walks of life, but share a commitment to CLWR’s Mission Statement and Code of Conduct, and respect for its mandate from Lutheran churches in Canada.

# **JOB SUMMARY**

As the Senior Manager, Communications and Marketing, you’ll lead a team in telling the story of our organization, our partners around the world, and the people we serve. You’ll give day-to-day leadership to a growing team that’s tasked with inspiring Canadians to find their place in that story. You’ll have the chance to shape a creative, data-informed approach to communications and marketing that grows our donor base, builds our brand, and gets Canadians paying closer attention to the voices of those who haven’t been heard.

Reporting to the Senior Director, Communications & Marketing, you’ll translate organizational strategy into multi-channel communication and marketing plans, mentor staff, and expand our influence with donors, churches, Government and sector partners, and the Canadian public.

You will own our annual communications calendar, working closely with team leaders from fundraising, church relations and program teams. You’ll need to stay close to the work, using your judgment to decide where to use staff, where to pull in freelancers, and where we need your expert touch.

You’ll also shape our approach to generating everything we need to tell the stories of our projects around the world, building key relationships and determining international travel and budget needs.

The team you will manage holds responsibility for helping all CLWR’s teams communicate effectively, including providing as-needed communications services, developing and fulfilling content plans, executing marketing and acquisition campaigns, producing key communications pieces, and making the most of all CLWR’s communications channels.

**Core Competencies:** You might be the new leader of our communications and marketing team if you’re a self-starter, strategic thinker and exceptional storyteller who can keep a team motivated and on track in pursuit of our mission. You’ll succeed here and have incredible opportunities for growth and fulfillment thanks to your high standards, competence across communications disciplines and passion to challenge injustice.

# **EDUCATION, EXPERIENCE AND SKILL REQUIREMENTS**

*Minimum knowledge (formal education/general knowledge) required:*

* Master’s degree in Journalism, Public Relations, Communications, Marketing, or a combined equivalent experience will be considered
* Up-to-date knowledge on communications channels and tactics
* Strong knowledge of international development, humanitarian aid and/or refugee resettlement
* Strong knowledge of communications for fundraising, donor relation and marketing
* Understanding of CLWR’s Lutheran constituency in Canada considered an asset.

*Minimum experience required:*

* 7 years of progressively senior communication experience with responsibility for creating content, managing projects, and coordinating print and digital channels
* 3 years of experience supervising other communications, marketing or fundraising staff
* Demonstrated success running cross-platform campaigns, marketing funnels and donor acquisition programs

*Technical skills required:*

* Expert written and spoken communication skills in English – you can write (and edit) like nobody else on the team, and know how to change the setting dials depending on your audience and context. (French, Spanish or Arabic considered an asset.)
* Proficiency with CMS, CRM, email automation and other digital workflows
* You’re as comfortable reporting at a leadership table as you are interviewing a recent newcomer to Canada
* Solid grasp of design and multimedia workflows; ability to brief and critique creative work.
* Media-relations expertise and on-record spokesperson experience desirable.
* Skilled project manager who can prioritize, adjust, and keep a range of projects on track

*Other skills or requirements:*

* Must be eligible to work in Canada
* Must be able to
* convey a high degree of commitment and passion for the mission, vision, and values of CLWR
* maintain a high level of confidentiality
* support and work within this diverse church denomination

Working Conditions:

* Hybrid/remote work option
* Ability to work occasional evenings or weekends as required by special events/circumstances
* Potential travel nationally and internationally on an occasional basis
* Manual dexterity required to use desktop or laptop computer
* Lifting or moving up to 15lbs may be required

 ****KEY RESPONSIBILITES:****

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| **Description – Communications and Marketing** | **%** |
| 1. Team leadership & strategy* Lead, mentor, and performance-manage a multidisciplinary Communications & Marketing team (currently two direct reports, plus freelancers and agencies).
* Translate CLWR’s strategic priorities into an annual C&M roadmap with clear objectives, budgets, and metrics.
* Contribute to joint strategy setting Senior Director and other CDR team leads
* Provide operational leadership to CLWR’s communications channels, including print, website and social channels

2. Lead storyteller and brand-builder (40 %)* Shape the big-picture story and voice of CLWR, ensuring all channels reflect the organization’s values and provide compelling invitation to each audience
* Develop annual and multiyear content strategy and timeline
* Lead production of key pieces including annual report and newsletters, including a combination of directing staff, hiring freelancers, and producing content yourself
* Oversee asset generation and content production to support all of the organization’s communications plans/needs, including for fundraising, visibility, and church engagement, and across all print and digital channels
* Lead comms relationships with CLWR-funded projects around the world and build consistent, efficient content pipelines
* Develop and enforce editorial standards, message frameworks, and style guides in collaboration with the Director.
* Manage fulfilment of partner visibility requirements related to assigned project portfolio (may include GAC, CFGB, HC, LWF, ACT Alliance and national church partners)

3. Integrated marketing and acquisition (15 %)* Working with staff and/or third party agencies, design and launch donor-acquisition and retention campaigns that blend organic content, paid media, search, email, and social advertising.
* Work with Donor Relations to build segmented donor journeys that grow lifetime value.
* Support Church Relations in integrating church communications channels in marketing efforts, especially through P2P fundraising

4. Communications services and internal consulting (15 %)* Act as senior liaison for internal “clients” (Programs, Refugee Resettlement, Public Engagement, Community & Donor Relations, Operations).
* Provide messaging guidance, asset development, and capacity-building to ensure every department can communicate effectively.
* Plan, develop and execute internal communications with employees consistent with organizational policies and procedures

5. Other duties (10 %)* Support CLWR communications efforts through building relationships with key external networks, partners, and coalitions
* On occasion, travel within Canada and internationally to generate content about CLWR’s work or build relationships
* With the Senior Director – Communications & Marketing, grow CLWR’s traditional media relationships and reach
* Provide occasional surge support for CLWR’s Donor Relations team
* Assist with occasional special events
* Participate in related training courses, seminars, and webinars as available
* Develop working relationships with Communications Departments in similar agencies
* Perform other duties as assigned by the Senior Director, Communications & Donor Relations
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