

# Manager of Communications

**Location:** Ottawa, Ontario, Canada  
**Reports to:** Vice President, Development  
**Language requirements:** English required (French a definite asset)

WaterAid Canada is a member of WaterAid, a dynamic, fast-growing and well-respected international NGO operating in 35 countries worldwide. Our mission is to transform lives by improving access to clean water, decent toilets and good hygiene for everyone, everywhere by 2030.

We're looking for a dynamic, confident and experienced communications professional who will help to position WaterAid as Canada's leading voice on global water, sanitation and hygiene (WASH) issues.

We're seeking a creative individual who can challenge our thinking and introduce new ways of working with news media and telling WaterAid's inspiring story to accelerate progress toward our ambitious vision of "everyone, everywhere by 2030."

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## Duties & Responsibilities:

Reporting to the VP Development, the Communications Manager will oversee planning, management, execution and evaluation of WaterAid's communications portfolio, with a principal focus on: a) strategic communications and engagement; b) media relations; b) content development; c) editorial and brand management; and d) digital marketing. This position calls for a high level of collaboration with numerous departments within WaterAid Canada and across the WaterAid Federation.

- Develop strategic and integrated communication plans to advance WaterAid Canada's brand identity, broaden awareness and increase the visibility of the organization across key stakeholder audiences.
- Develop and oversee implementation of public relations initiatives to grow significance of international days of action and other notable media moments.
- Plan, execute and manage WaterAid Canada's national integrated media relations strategy to enhance our visibility across all media channels.
- Develop and report on a range of performance metrics that demonstrate the impact and effectiveness of media outputs.
- Develop and disseminate a steady flow of digital content that engages audience segments and leads to measurable action.
- Assist in managing and growing WaterAid Canada's circle of high-profile champions and celebrity ambassadors.

- Develop and deliver a content marketing and engagement calendar that supports annual business objectives.
- Ensure compliance with WaterAid's global brand standards (visual identity and messaging) and perform quality control function for all externally facing communications materials.
- Actively seek opportunities to be endorsed by external bodies that recognize sector excellence e.g. SDG Awards; Annual Voluntary Sector Reporting Awards etc.
- Develop and maintain updated speaking points and key messages allowing WaterAid to comment on a range of issues that are relevant to the international development and WASH sectors.
- Help WaterAid build its reputation for accountability and transparency through the production of high quality and innovative annual reports and newsletters.
- Measure, monitor and analyze metrics related to digital activities and translate data into actionable strategy and recommendations on a monthly basis.
- Maintain website and campaign sites, which includes updating content, modules and blocks with assistance from the global WaterAid team.
- Create, execute and manage social media strategies to support various WaterAid activities and programs in collaboration with all organizational teams.
- Oversee administration of Google Adwords and monitor Google Analytics to inform website modifications/optimization.
- Evaluate emerging technologies, digital platforms and infrastructure choices and make recommendations regarding the use of these technologies.
- Manage and maintain Google Enterprise Solutions and Google Not for Profit accounts, site directories, website domains, and SSL certificates.

### **Qualifications:**

#### **Required education and experience**

- Bachelor's degree in journalism, communications or a related field
- Minimum of 5 years' experience in marketing, media relations or corporate communications

#### **Essential Skills**

- Demonstrated ability to devise and implement strategies that encompass a range of different media and audiences.
- An exceptional communicator (written and verbal) with experience in ghost writing for a variety of audiences.
- Extraordinary attention to detail, including ability to proof-read and edit.
- Demonstrated experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications.
- Current knowledge and experience in delivering effective online advertising.

- Track record of designing and delivering media campaigns that achieve consistently high quality and quantity of coverage in national, regional, trade and online media.
- Demonstrated experience developing and executing digital communications strategies and tactics.
- Proficiency in the Adobe Create Suite (Photoshop, InDesign, Illustrator, Premiere Pro).
- Demonstrated experience in CMS (Drupal, WordPress)
- Strong knowledge of CSS and HTML
- Experience with Google Suite (AdWords, Analytics, Tag Builder, Grants), SEO/SEM and digital content marketing
- Experience with online payment and fundraising platforms (Stripe, Luminate Online, Shopify, PayPal).
- Highly developed organizational and multi-tasking skills with a focus on achieving results.
- Commitment to personal learning, development and improvement in pursuit of one's own objectives and those of the team and organization.
- Innovative thinker with a track record for translating strategic thinking into action plans and output.
- Strong customer service skills, with the ability to collaborate and liaise with various stakeholders.
- Commitment to WaterAid's values and a working style that reflects these.

Interested and qualified candidates are invited to submit their resume along with a cover letter by email to the attention to Andrea Helfer at [ahelfer@wateraidcanada.com](mailto:ahelfer@wateraidcanada.com).

Please combine documents into a single PDF and reference both your name and "comms manager" in the file name. We thank all those who apply however only those selected for an interview will be contacted.

WaterAid Canada offers fair market value compensation and a comprehensive employee benefits package.