

<b>Position Overview (March 1, 2021)</b>	
<b>TITLE</b>	<b>Manager Communications</b>
<b>Organization</b>	Philanthropic Foundations Canada
<b>Reporting to</b>	Director of Policy
<b>Category</b>	Middle management
<b>FT or PT Status</b>	Full-time
<b>Location</b>	Virtual
<b>New Role</b>	Immediately

### **Position Summary**

The Manager Communications will be responsible for developing and supporting an integrated and timely communications approach aligned with PFC strategic framework.

The Manager Communications will develop the communications strategy in partnership with the leadership team, (i.e. the President, Director of Members Relations and Research, Director of Learning and Partnerships and Director of Policy).

The ideal bilingual candidate is a strategic thinker with experience and knowledge in internal and external communications. S/he is a problem-solver and strong analytical thinker who can quickly adapt to changing needs and opportunities. The Manager Communications must have high standards for excellence as s/he supports a small team of staff and consultants engaged in advocacy and communications.

### **About PFC**

We are a national membership association with close to 140 Canadian grantmakers, including private and public foundations, charitable organizations and corporate funders. We strengthen Canadian philanthropy – in all of its diversity and in its pursuit of a just, equitable, and sustainable world.

We support our members and networked philanthropy by encouraging public policies that support thoughtful giving, by increasing awareness of philanthropy’s contribution to the public good and by providing opportunities for funders to learn from each other.

### **Essential Duties and Responsibilities**

#### Strategy

- Supports a coherent and aligned set of advocacy and communications goals and activities that promote PFC mission and values.
- Collaborates closely with PFC staff to ensure that data and information goals and activities are closely aligned with PFC strategic directions.
- Shares effectively global and national trends for philanthropy, collaborating with other organizations as needed.
- Communicates in a timely fashion and efficiently promotes the overall impact of PFC’ learning agenda, research and advocacy activities.

#### Communications

- Manages continuous updating of communications components including management of PFC’s website, meeting presentations and reports, fact sheets, social media, newsletters, press releases.
- Tracks and communicates to appropriate audiences new and updated information and research relating to philanthropy
- Write, coordinate, edit, proofread and oversee the planning, production and distribution of communications materials and tools so that they are timely, effective, clear, accessible, consistent, bilingual, and of high quality.

- Manages the PFC website to ensure that it provides: information that is easily accessed by users, a platform that facilitates information sharing and online learning amongst and between our members. Experience using a Content Management System (CMS) is a must. Knowledge of WordPress is a plus.
- Prepares and reviews website metrics on a regular basis using Google Analytics and present findings to staff. Makes the necessary adjustments, as required by the key findings and informed by consultations with colleagues.
- Develops and regularly updates a digital strategy that enhances and shares content across all relevant digital platforms and identifies opportunities to share video, audio and social media with partners.
- Collaborates with staff to ensure quality and consistency of messaging and branding.
- Develops key messages and talking points, and Q&A briefing binders for the President and the board to ensure consistency and quality of messaging.
- Leads the development and sharing of virtual annual reports

### Management and operations

- Manages PFC communications budget under the supervision of the Director of Policy.
- Provides ongoing and effective internal team communications support.
- Supports the development and implementation of an evaluation framework that analyzes the use, effectiveness and frequency of print and online communications tools by using data analytics and information regarding PFC member preferences and reach with targeted audiences.
- Participates as a key staff leader in developing and reporting progress on PFC strategic plan.

### **Supervisory Responsibilities**

The Manager Communications will supervise a communications coordinator and short-term contractors.

### **Desired Qualifications**

- Excellent written and verbal communication skills in English & working level French
- Excellent presentation skills demonstrating ability to tailor communications for particular audiences.
- Enjoys and works well in a small collaborative team.
- Takes initiative and is highly autonomous and able to work independently without much direction.
- Demonstrated strategic and innovative abilities, particularly in using information and communications as tools to promote communications and advocacy efforts.
- Demonstrated capability for project or program management, including planning, monitoring and delivering results on a timely basis.
- Ability to creatively and strategically use data to inform decision-making and persuade opinion.
- Strong analytical capacities, particularly in determining the alignment and fit between information and need.
- Demonstrated experience in developing budgets and using financial reports to monitor budget.
- Strong professional manner, including the willingness to respect and include the perspectives of others with diverse backgrounds and experiences, in accordance with PFC's commitment to diversity, equity and inclusion.
- Demonstrated capacity to adapt to change in a transforming environment.
- Able to identify and employ useful tools and techniques to plan and organize work and use resources effectively.
- Able to multi-task and is highly detail-oriented.

- Conceptualizes and leads design decisions. Experience using Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc).
- Proficient in the use of MS Office applications including Excel, Word and PowerPoint, familiarity with Salesforce, Eventbrite, SurveyMonkey, Google Analytics, Wordpress an asset.
- Experience with social, print and other media platforms an asset.

### Preferred, but not Required

- Experience working in or with a member association, a foundation or funding agency, or with a charitable organization
- Knowledge of trends, policies and other issues relating to charitable sector and philanthropy.

### Minimum Education and Experience

Master's Degree in Communications, Journalism or similar field and at least five years of project management experience in advocacy, strategic communications or similar endeavor.

*This job description describes the general nature and level of work performed. It is not an exhaustive list of all responsibilities, duties and expectations required of the position. Duties, responsibilities and activities may evolve.*

### Salary and Benefits

Starting salary range is \$57,000-\$60,000 commensurate with experience and education. PFC offers a comprehensive benefits package.

If you believe that your profile meets our needs, kindly forward your résumé with a cover letter to [hr@pfc.ca](mailto:hr@pfc.ca). All information received will be treated in the strictest confidence. Review of applications will begin on **March 19**. The position will remain open until filled.

PFC is committed to diversity, equity and inclusion in its employment policies and practices. It is dedicated in creating a workplace culture of inclusiveness and welcomes applications from Indigenous peoples, racialized individuals, persons with disabilities, persons of minority sexual orientations and gender identities.