



Position Overview	
Title	Manager of Communications
Reporting to	Director of Policy and Communications
FT or PT status	Full-time permanent
Location	Virtual (Montreal and Toronto office space available once pandemic regulations permit)

About PFC

Philanthropic Foundations of Canada is a national membership association with close to 140 Canadian members, 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.

Position Summary

The Manager of Communications will be a dynamic new role at PFC, responsible for managing and implementing an integrated and timely communications approach aligned with PFC's strategic framework. They 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 and Communications).

The successful candidate will be a fully bilingual creative and well-rounded professional with experience and knowledge in a range of technical and strategic communications processes. They will have demonstrated experience with social media, content creation, graphic design, brand building, website management, media interview support, copywriting, and public relations. We are looking for a detail-oriented candidate with strong organizational and time management skills, who has a history of taking initiative and being a self-starter. The Manager of Communications will have high standards for excellence, as they will be the main communications resource and expert to support the small team at PFC.

Essential Duties and Responsibilities

Planning and Strategy (20%)

- Collaborates closely with PFC staff to ensure an aligned set of advocacy, research and learning goals are advanced through coherent and timely communications activities that promote PFC's strategic directions.

- Tracks and communicates evolving and emerging trends and information relating to philanthropy nationally and globally, and collaborates on communications activities with other sector partner organizations as needed. Makes related recommendations for PFC to consider in content planning and engagement activities.
- Develops and regularly updates a digital strategy that enhances and shares content across all relevant platforms, while identifying opportunities to share video, audio and social media with partners.
- Develops and implements an ongoing editorial calendar and social media strategy to build PFC's brand in support of its goals.

Content Creation (60%)

- Coordinates, edits, proofreads and oversees the operational planning, production and distribution of all internal and external communications materials so that they are accurate, effective, accessible, consistent, bilingual, and of high quality.
- Regularly produces meeting presentations, reports, fact sheets, and newsletters.
- Develops key messages, talking points, and Q&A briefing binders for the President and board to ensure consistency and quality of messaging.
- Leads the development and sharing of PFC's annual report.
- Project manages and leads logistical support for webinars across organization.
- Effectively repurposes blog, reports, articles etc. for other engaging social media and other communications content.
- Regularly updates and improves PFC's web presence and engages PFC's social media channels daily to facilitate information sharing and online learning amongst members, policymakers, sector partners and other constituencies.

Management and Operations (20%)

- Collaborates with staff to develop and ensure quality and consistent messaging and branding.
- 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, needs and reach with other targeted audiences. This includes preparing, reviewing and presenting website and social media metrics on a regular basis, and making necessary adjustments as required by key findings and informed by consultations with leadership team.
- Participates in reporting progress on PFC's strategic plan.

Supervisory Responsibilities

The Manager of Communications will supervise short-term contractors and occasional communications interns.

Qualifications

Required

- Excellent written and verbal communication skills in English & working level French.
- Experience using a Content Management System (CMS).
- Intermediate experience conceptualizing and leading design decisions, with experience using Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc.).
- Proficiency with MS Office – especially Outlook 365, Excel, Word and PowerPoint.

- Excellent ability to tailor communications for particular audiences across a multitude of social media and other online platforms.
- Enjoys being part of a small collaborative team, while taking initiative and working autonomously.
- Demonstrated strategic and innovative abilities in using information and communications as tools to promote advocacy efforts, inform decision-making and persuade opinion.
- Demonstrated capability in project management, including planning, monitoring and delivering results on a timely basis. Able to identify and employ useful tools and techniques to plan and organize work and use resources effectively.
- Demonstrated experience in developing budgets and using financial reports to monitor.
- Strong analytical capacities, particularly in determining the alignment and fit between information and need.
- Demonstrated capacity to adapt to change in a transforming environment, with an ability to multi-task while being highly detail-oriented.
- Profound personal and professional interest in advancing diversity, equity and inclusion.

Preferred

- Skilled in working with Zoom and/or other online event management tools
- Knowledge of Sharepoint, WordPress, Eventbrite, Salesforce, Survey Monkey and Google Analytics.
- Experience volunteering or working with a foundation or funding agency, or with a nonprofit or charitable organization.
- Knowledge of trends, policies and other issues relating to the charitable sector and philanthropy.

Education and Experience

The completion of post-secondary education in communications, journalism or similar field and at least five years of project management experience in a communications-related role.

Salary and Benefits

The starting salary range is \$57,000 to \$60,000. PFC also offers a very generous and comprehensive benefits package.

If you believe that your profile meets our needs, kindly forward your résumé with a cover letter to hr@pfc.ca. All information received will be treated in the strictest confidence.

Applications will be reviewed on a rolling basis, with a deadline for all submissions 5pm EST Friday, July 16. Due to an expected high volume of applicants, only those selected for an interview will be contacted. Start date is ASAP, and mid-late August at the latest.

PFC is committed to diversity, equity and inclusion in all its policies and practices. It is dedicated in creating a workplace culture of inclusiveness and especially welcomes applications from Indigenous peoples, people of colour, persons with disabilities, and LGBTQ2SI+ communities.