

Communications Lead

Job Title:	Communications Lead
Pay Grade:	\$62,830 - \$73,130 - commensurate on experience and qualifications
Reports to:	Communications Manager
Position type:	Full-time, 18-month parental leave contract with possibility of extension
Location:	Ottawa and Eastern Ontario, remote office, must live locally in the National Capital Region

About Us:

EnviroCentre is an Ottawa-based environmental not-for-profit that supports residents, enterprises, and communities to find practical ways to reduce their environmental impact. Our four key impact areas are Green Homes, Green Transportation, Green Enterprises, and Green Future. We have been working for twenty-five years to promote practical climate action and awareness in our local communities and Eastern Ontario, and we are one of the leading local agencies in environmental action.

In Ottawa, 42% of emissions come from transportation, and 46% from buildings, a similar profile to that of cities across Canada. EnviroCentre's work prioritizes reducing emissions in those areas, with an eye to supporting an integrated vision of a sustainable, resilient future Ottawa and Canada.

At EnviroCentre, we have a dynamic, growing, and engaged team of over 50 staff. We are a fully remote office and will provide the technology and tools to work effectively and collaboratively right from home. We offer competitive employment packages that include health benefits, a Communauto membership, and opportunities for training and professional development. We approach our work with a collaborative mindset and our growing team values everyone's contributions and ideas. We provide excellent working conditions with flexible hours.

Job Description

The Communications Lead plays a crucial role in supporting the Communications Department in developing and delivering communications strategies, objectives, and work plans. The Communications Lead will support media engagement, coordinate content creation, develop visual assets, ensuring compliance with strategic goals and managing administrative tasks for marketing campaigns, with a focus on both creative and editorial input.

Reporting to the Communications Manager, you will be responsible for delivering, administering, managing, and executing communications projects across multiple (five key) platforms, including our website(s), newsletters, calendars, program publications, media relations, and promotion and media opportunities. This role requires a blend of

project management skills, strong communication abilities, and proficiency in various communication tools and platforms. The ideal candidate will thrive in a dynamic, team-oriented environment and possess a keen eye for detail and a passion for effective communication.

Key Responsibilities:

- Responsible for coordinating and formatting the content for EnviroCentre's publications, websites, newsletters, and community outreach products
- Ensures that the content and platforms are regularly updated with assistance from project teams and policy leads
- Provides creative ideas and editorial expertise for the communications team's assigned projects
- Accountable for the timely execution of content calendar items while ensuring they align with the strategic plan
- Coordinates with project leads and follow departmental policy to create a content schedule, ensuring deadlines are met and appropriate content is selected and published
- Assists in developing visual assets for websites, newsletters, and program materials
- Ensure that the templates, images, and graphics are up-to-date and readily available to meet project requirements
- Responsible for ensuring that content is available in both official languages and meets AODA compliance standards
- Supports media engagement by drafting and issuing press releases, placing and promoting articles and blogs, managing media contact lists, handling media inquiries, and coordinating internal responses
- Assists with administrative tasks for marketing campaigns, as required
- Coordinates with designers, developers, webmasters, and videographers to support project work
- Other duties as required

Skills and Experience

- Post-secondary education in a related field (or equivalent professional experience)
- Minimum of 3 years related professional experience, including communications project management and content development
- Knowledge of and experience with best practices in communications, journalism and/or marketing
- Experienced in utilizing digital platforms like Wordpress, Mailchimp, Canva, Google Analytics, Hootsuite etc...
- Demonstrated experience working effectively in a diverse team environment
- Exceptional written and verbal communication skills in English

- Proficiency in French is considered as a strong asset (but not a requirement)
- Advanced proficiency with MS Office (Word, Outlook, Excel, and Power Point)
- Proficient in presenting ideas and suggestions clearly to staff, partners, and community stakeholders
- Exceptional time management and multitasking abilities with a keen attention to detail
- Strong interpersonal, communication (written & oral), presentation, organization and meeting-management skills
- Analytical ability to solve problems with practical solutions
- Ability to work independently with self-direction and as part of a team

Working Conditions

- EnviroCentre is a virtual workplace and will provide the necessary technology and IT support to employees who work from home.
- Part of a passionate team of environmental leaders who lead by example and are proud to be contributing to Ottawa's Climate Targets.
- Frequent computer use.
- Occasional evening or weekend work.

In addition to competitive pay, we offer:

- 35-hour work week and the ability to work flexible hours
- A virtual workplace that supports work-life flexibility, combined with in-person events, occasional in-person group meetings and the opportunity to use a co-working space in downtown Ottawa or another convenient location
- Starting 3 weeks paid vacation per year, plus paid office closure between Christmas and New Year and summer half-day Fridays
- Health, dental and wellness coverage for you and your dependents
- Paid sick days, and additional time off for personal and care responsibilities
- Caring, compassionate and supportive work environment that recognizes that work is one of the many responsibilities we have to prioritize in our lives

EnviroCentre is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, colour, gender, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, provincial, or municipal laws. EnviroCentre is committed to a workplace where everyone can participate safely, freely, and confidently. We encourage applications from individuals who identify as BIPOC (Black, Indigenous, Peoples of Colour) and/or members of equity-deserving groups.

EnviroCentre recognizes a diversity of backgrounds and experiences. If you do not have the formal experience described but can meet the requirements of the role and are willing

to learn, we encourage you to apply and make your case in your cover letter. We are interested in a diverse team, and we are willing to train the right person.

EnviroCentre is committed to developing inclusive, barrier-free selection processes and work environments. If contacted in relation to a job opportunity, please advise us in a timely fashion of any accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.

How to Apply

Interested candidates are invited to submit their resume and a cover letter detailing their relevant experience and qualifications.

Application Deadline: September 29, 2024

Anticipated start date: As soon as possible

Important:

Please send your resume and cover letter in one document to info@envirocentre.ca

Please ensure your resume file (PDF) includes your first and last name and the reference number (Reference# EC202429)

Example: Firstname_Lastname_ EC202429.

Please also put the Reference# EC202429 in the subject line of your email.

We thank all applicants for their interest, however only candidates selected for an interview will be contacted.