

Manager, Communications

Job Title:	Manager, Communications
Pay Grade:	\$85,000 - \$95,000
Reports to:	Director, Strategic Communications
Position type:	Full-time
Location:	Ottawa and Eastern Ontario, remote office, must be available to attend in-person meetings 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 Home Energy Efficiency, Sustainable Transportation, Green Infrastructure, and Waste/Circular Economy. 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 60 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

We are seeking a Communications Manager who will be responsible for overseeing day-to-day communications operations, managing team workflows, and ensuring alignment between corporate and program-specific communications. This role provides leadership across brand management, external communications, content production, marketing strategy execution, and stakeholder engagement. The Communications Manager works closely with internal teams, vendors, and external partners to maintain high-quality communications that align with the organization's strategic objectives.

Key Responsibilities

Brand Management

- Develop, maintain, and enforce brand guidelines to ensure consistency across all channels.
- Manage brand positioning, asset management, and messaging frameworks to align with organizational goals.
- Oversee the design and production of branded materials for print, digital, and events.
- Ensure compliance with translation policies and accessibility standards.
- Support corporate events and develop high-profile corporate products, including the Annual Report.
- Monitor and manage brand reputation, engagement, and performance metrics.
- Innovate and adapt brand visuals and messaging to align with industry trends.

Marketing

- Implement and coordinate the organization's channel strategy across corporate and program communications.
- Support marketing efforts by ensuring consistency between corporate and program messaging.
- Oversee website updates, SEO strategies, and digital content to optimize engagement.

Program Communications

- Oversee and provide strategic direction for all program-specific communications.
- Manage the content and editorial calendar to ensure timely and aligned messaging.
- Oversee the development of outreach materials and marketing assets for programs.

Analytics & Reporting

- Track and analyze communication performance metrics to optimize strategies.
- Provide regular reports on brand, media, and campaign performance.

Operations & Systems

- Manage the Communications team's workflow, ensuring efficiency and collaboration.
- Lead team HR functions, including recruitment, onboarding, and professional development.
- Serve as the primary communications liaison with internal stakeholders across departments.

- Oversee relationships with external stakeholders, including vendors, agencies, and media partners.
- Establish and maintain knowledge of management processes for communications resources.
- Implement and manage project management tools to support team productivity.
- Develop and oversee approval processes to ensure quality control.

Skills and Experience

- Post-secondary education in a related field (or equivalent professional experience)
- 5+ years of experience in communications, marketing, or brand management.
- Strong leadership, team management, and project management skills.
- Experience in brand development, content strategy, and marketing execution.
- Proficiency in digital communication tools, including project management platforms (e.g., Monday.com).
- Excellent writing, editing, and storytelling skills.
- Ability to manage multiple stakeholders and align communications across different teams.
- Strong strategic thinking with the ability to track and measure performance metrics.

Preferred Skills and Experience

- Experience working in a mid-sized organization with both programmatic and marketing functions.
- Familiarity with non-profit, social impact, or mission-driven sectors.
- Experience in environmental communications.
- Basic design skills or experience managing creative production processes.
- French proficiency is an asset (but not required).

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
- Retirement Savings Plans (RRSP) with company contribution equivalent to up to 5% of your base salary per year.
- 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, a cover letter detailing their relevant experience, and three samples demonstrating their communications work, with at least one demonstrating their own writing.

For each sample, please include a brief explanation of your role, the objectives, and any measurable outcomes achieved.

Application Deadline: **March 19, 2025**

Anticipated start date: **April 2025**

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www.envirocentre.ca

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# EC202505)

Example: Firstname_Lastname_ EC202505.

Please also put the Reference# EC202505 in the subject line of your email.

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