

## Program Communications Lead (Energy Programs)

Job Title:	Program Communications Lead (Energy Programs)
Pay Range:	\$65,000 - \$75,000
Vacancy Status:	New position
Position type:	Full-time, permanent
Location:	Ottawa, must reside in the National Capital Region (Ottawa area) for some in-person work and meetings

### Job Summary

The Communications Lead (Energy Programs) is a senior communications professional who owns the full communications function for EnviroCentre's home energy efficiency programs — a portfolio of initiatives that help households and communities reduce their energy use, lower costs, and transition to future-proof energy solutions.

This role is for someone who is equally comfortable developing a communications strategy and writing the copy that brings it to life. You will own program relationships, develop communications plans, run campaigns, write content across all formats, manage digital channels, and coordinate production across a varied and high-impact portfolio.

EnviroCentre is a dynamic, growing organisation where programs evolve and priorities shift in response to community needs, funding cycles, and emerging opportunities. The right candidate brings strong organizational skills, sound judgment under pressure, and the initiative to lead their work independently. We are looking for someone who holds themselves to a high standard, takes pride in their craft, and contributes leadership and creative thinking to everything they do.

### Key Responsibilities

#### *Program communications strategy and planning*

- Serve as the primary communications advisor for assigned programs — owning the relationship with program teams, contributing to planning, and bringing communications ideas forward proactively
- Develop and maintain a communications strategy and plan for each assigned program, ensuring alignment with program goals, audience needs, funder requirements, and organizational brand standards
- Guide program teams on communications approach, channel selection and timelines, building their capacity to handle routine communications independently where appropriate

#### *Content creation and campaign execution*

- Lead campaign strategy and execution for assigned programs across digital and print channels, from brief through to results and evaluation

1554 Carling Ave.  
Unit 347  
Ottawa ON  
K1Z 7M4

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info@envirocentre.ca

- Write and edit high-quality content across all formats including newsletters, campaign copy, social media content, case studies, web copy, impact stories, event promotions, and outreach materials
- Manage social media channels, e-blasts, and website content for assigned programs
- Develop creative briefs for design vendors and the Content and Media Lead; coordinate paid advertising in collaboration with the Digital Publishing Lead and external partners
- Track performance across channels and apply data and insights to continuously improve communications effectiveness
- Identify and develop media opportunities within assigned programs — flagging compelling stories, outcomes, and announcements and supporting the coordination of pitches, press releases, and spokesperson preparation as needed

### *Production and vendor management*

- Coordinate design and print production for assigned programs, managing timelines, briefing vendors, reviewing outputs, and ensuring quality before publication
- Conduct quality assurance on all materials for brand alignment, AODA accessibility compliance, funder recognition requirements, and messaging accuracy
- Manage day-to-day vendor relationships for assigned programs and track production costs against program budgets

### *Corporate contribution*

- Contribute to EnviroCentre's corporate content pipeline — writing blog posts, case studies, and impact stories drawn from assigned programs for the website and corporate publications
- Support core corporate communications products and events
- Support the business development team with writing and content as needed
- Bring communications expertise to new program launches and organisational initiatives as they arise
- Other duties as required

**Note:** *We do not use artificial intelligence (AI) tools to support the screening and evaluation of applications for this position.*

## **Skills and Experience**

- 6+ years of experience in communications, marketing, or public engagement
- Strong writing across multiple formats and audiences
- Experience planning and executing campaigns across digital and print channels from brief to results
- Comfortable with digital channels — social media management, email marketing platforms, analytics, and paid advertising
- Experience managing multiple programs or client relationships simultaneously

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- Confident advising internal clients and holding a clear communications point of view
- Experience coordinating with external vendors — design, print, and advertising
- Self-managing and organised — able to manage a demanding workload with competing priorities independently
- Familiarity with digital tools including WordPress, Mailchimp, Canva, Asana, CRMs and DAMs
- Familiarity with AODA accessibility standards
- Commitment to environmental sustainability and workplace equity
- Bilingualism (English/French) is not required but is considered an asset

*You will stand out if you have:*

- Experience in a nonprofit, government, or environmental communications context
- Background in behaviour change communications, social marketing, or public engagement
- Hands-on experience running paid digital advertising campaigns
- Video scripting or editing experience, including short-form social video
- A genuine interest in climate, energy, or sustainability

## **Working Conditions**

- EnviroCentre will provide the necessary technology and IT support
- 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
- Bending and lifting required, up to 50 pounds
- Occasional evening or weekend work

## **In addition to competitive pay, we offer:**

- 35-hour work week and the ability to work flexible hours
- A workplace that supports work-life flexibility, and a positive team culture
- Starting at three weeks of 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
- A 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, color, gender, religion, sexual orientation, national origin, disability, genetic information,

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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-seeking 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 accommodate 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 should submit their resume and a cover letter detailing their relevant experience and qualifications.

Application Deadline: June 14, 2026

Anticipated start date: June/July 2026

## Important:

Please send your resume and cover letter in **one document** to [info@envirocentre.ca](mailto:info@envirocentre.ca)

Please ensure that your resume file (PDF) includes your first and last name and the reference number (Reference# EC202614).

Example: Firstname\_Lastname\_EC202614.

Please also put the Reference# EC202614 in the subject line of your email.

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