



Communications Director

Role Description:

The role of the Communications Director at the Global Leadership Network Canada is to oversee and execute all communication streams, including accountability for developing strategy and building and maintaining systems. This role, which reports to the Executive Director, will not only require a firm grasp of the values and culture of Global Leadership Network, but also the ability to creatively connect with our GLN Canada event participants, donors, and partners.

Strategy:

- Develop annual communications strategies and priorities in **collaboration** with leadership.
- Create an **aligned** communications plan for the year.
- **Drive engagement** with strategic communications priorities and initiatives among the team.

Creativity:

- **Communicate effectively**, developing and delivering communications across multiple mediums that convey a clear understanding of the unique needs of each audience.
- **Cultivate innovation**, encouraging diverse thinking and new creative ideas. Stay current on communications best practices, tools, and options, taking strategy-aligned creative leaps of faith.
- Anticipate and adopt **innovative** strategy-aligned digital and technological applications
- Communications proficiency:
 - Graphic Design
 - Leverage Photoshop, Illustrator, and InDesign skills to create in-house graphic and photo assets and update elements as needed.
 - Foster a community of photo and graphic design freelancers and volunteers to utilize for larger projects.
 - Develop marketing tools for Premier Host Site teams and locations.
 - Website
 - Work with web developer to plan for new page creation and other major website updates.

- Social Media
 - Create yearly social media plan, and weekly content calendar, aligned with and supporting the overall communications plan.
 - Manage social media platforms.
 - Oversee PPC campaigns.
- Emails
 - Build and schedule emails.
 - Build and maintain a healthy relationship with GLN US marketing team.
- Content
 - Write blog posts.
 - Conduct interviews with leaders, develop stories & resources.
 - Script writing, emcee preparation, slide preparation.
 - Develop creative content for digital tools.
 - Create Annual reports and Directors reports.

Systems:

- **Plan** and **align** communications tasks in a project management system.
- **Collaborate** with staff & marketing team to provide communications support through website, social media, emails.
- Review analytics for all communications content (including email, website, and social media) quarterly.

Software Proficiency

- MS Office
- Photoshop
- Illustrator
- InDesign
- Mailchimp (or similar)
- Salesforce (or comparable CRM)

Head Office Location

Ottawa, ON

Consideration will also be given to remote working applicants.

Salary

Based on experience and skill, position could range from 0.8 – 1.0 FTE.

Salary is commensurate for roles in the not-for-profit sector in the Ottawa region. Benefits are offered.