



## A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

### Director, Communications & Brand

(12-month maternity leave cover starting in August 2017; Full-time; based in Toronto)

The Director, Communications and Brand has direct responsibility for overseeing the UNICEF Canada communications and brand strategies, leading their development and execution across the organization. This role will need to integrate and work collaboratively across all teams to consistently maximize our communication opportunities to strengthen UNICEF's reputation in Canada as the world's leading child-focused humanitarian and development agency and to promote of our brand through all prioritized opportunities in order to strengthen our supporter journey, maximize our position in the Canadian market in order to ultimately drive engagement and conversion to give.

The responsibilities of the position will include:

#### *Strategy & Planning (40%)*

- Lead development and drive implementation of UNICEF Canada's communications and brand strategies to achieve the market re-positioning needed to maximize our brand value in order to strengthen our reputation, increase our supporter base and increase revenue.
- Develop an annual operating plan and budget, based on organizational priorities and needs for marketing and communications.
- As part of an integrated team develop the website and digital strategy
- As part of the Senior Management Team, support the organizational strategic planning process.

#### *Operational Integration (40%)*

- Lead a marketing hub for the organization that has clear processes, approvals structures, and maintain brand guidelines as they evolve.





- Through the team, provide project management and leadership across UNICEF Canada on key marketing activities and campaigns in order to maximize organizational synergies and efficiency.
- Lead media relations and social media support to fundraising campaigns, emergency response, presidential positioning, and policy work that build UNICEF's profile and strengthens the brand.
- Lead UNICEF Canada's response to emergencies, in accordance with the organization's emergency strategy.
- As part of UNICEF's domestic advocacy and engagement core leadership team, work collaboratively with other team members to plan and execute the communication and brand elements of the domestic program.
- Lead on an annual market research plan, uncovering the insights needed to drive development of our brand positioning and market understanding.

#### *Team and Operational Management (20%)*

- Recruit, orient and develop an effective team of staff, to deliver on brand and communication objectives.
- Encourage individuals to develop strengths and support opportunities to foster professional growth.
- Conduct team annual goal setting planning, and performance review as established by people processes; support employee engagement strategies as required.
- Build effective and efficient relationships with external brand and communications partners, including brand agency, PR firms, production companies, media buyers, and UNICEF global communications and marketing staff.
- Manage the departmental budgets.
- Ensure all documentation regarding expenses, legal agreements/contracts and employee documentation are up to date and accurate.

The ideal candidate will have:

- A University degree or diploma in marketing, communications or related field
- Minimum of ten (10) years of relevant professional experience in communications, marketing, brand, public relations.
- Exceptional verbal and written communication skills.
- Strong project management and performance measurement skills.
- Strategic thinker, creative problem solver, with an ability to work very collaboratively and influence change.
- Able to navigate through contentious issues and adept at identifying and implementing risk management strategies.
- Superior verbal and written communications skills, able to convey big ideas with passion, strong public speaking skills; adapts communication style as appropriate.
- Self-aware and committed to professional and personal growth for self and team members.
- Organized, detail-oriented, strong drive for results.





- Excellent computer skills (Microsoft Office)
- The ability to work in a fast paced environment, prioritize and multi-task.
- The ability to build new and long-term relationships both internally and externally.

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **May 19, 2017**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Director, Communications & Brand**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.

