



A Career Opportunity

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential. Our work for every child relies entirely on voluntary support, including donations from generous Canadians.

Communications Manager, National Media

(Permanent; Full-time; based in Montreal)

Reporting to the Director, Communications, the Communication Manager develops and implements proactive and integrated media relations and communication strategies to strengthen UNICEF's reputation as the world's leading child-focused humanitarian and development organization and to advance its business objectives and brand. Success includes effectively supporting UNICEF Canada's fundraising and advocacy efforts, with the goal of ensuring all children have the opportunity to reach their full potential.

As an integral member of the communications team, the Communication Manager leads the organization's media relations, working with the news media to tell the UNICEF Canada story and engage the Canadian public and influencers. The Communications Manager will develop strong working relationships with journalists; serve as the primary contact for English- and French-language news media covering issues affecting children internationally and within Canada; act as media spokesperson as required; and support the Director in issue management and crisis communication. The Communications Manager plays an important role in supporting the UNICEF Canada brand and brand messaging.

The Communication Manager is a point person in Canada when UNICEF responds to humanitarian emergencies around the world, including rapid-onset natural disasters and conflicts. As an active member of the emergency core committee, the Communication Manager is responsible for securing media interviews and coverage that showcases UNICEF's impact, enhancing its reputation as the leading humanitarian organization focused on children. The Communications Manager also supports public appeals for donations for emergencies.

The Communication Manager works with staff throughout the organization to ensure that UNICEF Canada's messaging and voice is clear, consistent, compelling and coordinated.



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The responsibilities of the position will include (but not limited to):

Media Relations and Monitoring (30%)

- Develop and manage effective working relationships with reporters and media outlets across Canada in both English and French markets.
- Write materials to support the communications and marketing teams including blogs, op/eds, emails and website content.
- Plan and execute media activities supporting program, advocacy and report launches.
- Liaise with the UNICEF's communication teams in Geneva and New York City, as well as communications colleagues in country and regional offices around the globe.
- Create media relations collateral assets such as press releases, key messaging, FAQs, backgrounders, and oversee translation.
- Prepare English and French spokespeople for interviews, including providing key messaging and coaching.
- Provide media training, as needed, to English and French spokespeople, and serve as spokesperson as required.
- Serve as the primary contact for Canadian media inquiries.
- Provide strategic media relations counsel and support for UNICEF's fundraising campaigns.
- Cultivate and steward relationships with bloggers, influencers, partners and ambassadors as needed to increase digital engagement.
- Develop and manage systems for monitoring, analyzing, reporting and sharing media coverage on UNICEF and issues of importance.
- Monitor all UNICEF Canada media coverage – English and French – and provide tracking and reports to the Director of Communications and relevant teams.
- Monitor media in the market for possible issues that may arise. Implement reputation management as needed.
- Act as a back-up for the One Youth Communications Manager, when required.

Emergency Communication support (25%)

- As member of the Emergency Response Team, manage communication strategy and media relations activities during emergency appeals.
- Develop, plan and manage integrated communication strategy to effectively ensure UNICEF Canada positioning on key emergencies, including:
 - Providing regular updates on the emergency web pages.
 - Supporting the Communications Content Manager in developing an emergency content plan for the website and social media.
 - Writing or reviewing and approving emergency-related blog posts and stories.
 - Coordinating with the International Policy and Programs team to confirm all information is accurate and up to date.
- Ensure communication strategy is aligned and integrated across various communication platforms.



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Strategic communications (25%)

- Engage in proactive media relations, identifying key opportunities to raise the profile of UNICEF Canada.
- Coordinate the development and implementation of media relations strategies, adapting them for specific needs of both Francophone and Anglophone Canadian markets, leveraging UNICEF Canada's programs, stories and people to enhance visibility and public understanding of UNICEF's role as the leader in child survival and emergency response.
- Develop an annual media relations plan that identifies approaches, tactics and measurable outcomes in support of UNICEF Canada's business plan objectives; ensure UNICEF Canada's public positioning on international and policy issues.
- Measure, evaluate and adjust strategies and tactics for the Quebec market as required.
- Collaborate with staff throughout the organization to help ensure that all media relations campaigns are coordinated and align with UNICEF Canada's brand and overarching business priorities.
- Support efforts to raise the profile of UNICEF Canada's President & CEO, establishing the organization as the go-to expert on the rights, needs and well-being of children in Canada and around the world.
- Support issue management and crisis communication efforts with the media.
- Represent UNICEF Canada and actively participate in communications/public relations committees of inter-agency working groups.
- Work closely and collaborate where appropriate with like-minded organizations or organizations UNICEF works with in Canada and abroad.
- Develop and maintain effective relationships with UNICEF international communications staff.
- Contribute to the work of cross-functional initiatives as required.

Quebec market-specific (20%)

- Increase UNICEF's media presence in the Quebec and Francophone markets in Canada.
- Manage Francophone social media pages and implement social media strategy to ensure strong presence in the French-Canadian market. Adapt campaigns when necessary.
- Support UNICEF Canada's social media point person as needed.
- Liaise with the marketing department to assist with activities in the Quebec market and to integrate communication and marketing strategies.
- Provide guidance to marketing and fundraising teams on engaging people in the Quebec market, including adapting messaging and communications when necessary.



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The ideal candidate will have:

- A post-secondary education in communications, journalism, public relations or related field and/or equivalent combination of education and experience.
- A minimum five (5) plus years of progressive work experience in national public relations (both proactive and reactive) in a complex environment.
- Fluency in French and English.
- Exceptional oral and written communications skills with attention to details, including editing skills.
- Demonstrated success executing and tracking earned media campaigns.
- Experience positioning complex and potentially controversial issues in the news media.
- Proven in-depth understanding of the best uses of print and broadcast media.
- Understanding and use of social media platforms.
- Excellent interpersonal skills.
- Microsoft Office proficiency (Excel, PowerPoint, and Word) and experience with media monitoring tools.
- Strong organizational skills, with attention to detail and quality while meeting deadlines.
- Results-oriented individual who enjoys a fast-paced working environment.
- Ability to problem-solve and adapt and refocus PR strategies and tactics as needed.
- Demonstrated experience working collaboratively with cross-functional groups and stakeholders to achieve desired outcomes.
- Proven ability to work independently with minimal supervision to accomplish high-profile tasks and to meet multiple and concurrent deadlines.
- Experience or profound interest in child rights, international development and humanitarian work.

Salary range: \$64,000 to \$79,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **January 29, 2020**. Please attach your cover letter (including salary expectations) and resume as one document and reference **“Communications Manager, National Media”** 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 a 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.



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