



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.

Director, Communications

(Permanent; Full-time; based in Toronto)

The Director, Communications is responsible for raising the profile of UNICEF Canada through integrated strategic communications initiatives. These include forging positive media and key influencer relationships, brand communications, content creation across all mediums such as the web, reputation management and President & CEO communications support, including speeches. The Director is a member of the Senior Leadership Team (SLT) and leads all internal communications efforts, emergency communications and provides leadership support as it relates to international issues, domestic advocacy (One Youth), campaign messaging and the development of corporate communications materials. The Director will understand and live the brand, providing expertise on how to incorporate it into all communications materials.

The responsibilities of the position will include:

Planning & Program Management (60%)

- Lead the development of communications strategies that serve to amplify UNICEF Canada as a thought leader in the area of international development and child well-being.
- Work effectively with all parts of the organizations to ensure the successful accomplishment of UNICEF Canada's strategic objectives in fundraising, programs and advocacy.
- Work with the Director, Marketing to develop integrated communications and marketing plans to build UNICEF Canada's brand in Canada.
- Provide key support to all President & CEO communications.
- Develop an annual operating plan and budget, forecasting requirements, monitoring variances and initiating corrective actions, as required.
- Ensure consistent, integrated internal and external communications to build a strong organizational identity across all mediums (e.g. social, web, media, etc.).
- Contribute to the development of advocacy and fundraising initiatives, as well as



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ensure and/or collaborate to the production of key UNICEF Canada marketing and communications materials to directly support campaigns and other initiatives.

- Co-lead, with Marketing, the development of corporate assets, such as donor impact reports.
- Develop a robust media relations strategy that situates UNICEF Canada as the go-to organization on key international issues.
- Provide communications leadership during Emergencies.
- Oversee all communications related to UNICEF Canada's One Youth initiative.
- Develop content and stories in conjunction with Marketing that engage Canadians.
- Manage the organization's UNICEF Ambassador program in Canada.

People Management (25%)

- Lead a team of communications professionals in the areas of media, public relations, social, digital and corporate communications.
- Develop effective, motivated staff to work cross-functionally and achieve common goals with clearly defined objectives and accountabilities.
- Conduct individual and departmental annual goal setting, planning, and performance reviews as established by people management processes.
- Anticipate the long-term implications/risk of decisions and plan for contingencies, anticipating obstacles and roadblocks.
- Ensure integrity with the organization's mission and values in all people-related activities.
- Maintain broad, general technical competence in all sectors of UNICEF's mandate.

Stakeholder Influence & Relationship Management (15%)

- Foster and maintain strong relationships with communications colleagues at UNICEF international, other UNICEF National Committees and key advocacy and government partners.
- Actively participate in the organizational strategic planning process to help ensure growth in all areas.
- Act as senior communications contact in Canada for UNICEF international and National Committees.
- Develop and maintain key relationships with media.
- Act as UNICEF Canada spokesperson, when appropriate.
- Provide strategic communications advice to the Executive and SLT, as required.

The ideal candidate will have:

- A post-secondary degree, college diploma or equivalent years' work experience in Communication, Journalism, Marketing, or related field.



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- A minimum of ten (10) years' experience in a senior communications capacity, including experience in crisis management.
- Excellent communication skills (both written and verbal).
- People management and team-building experience.
- Creative and innovative thinking.
- An integrated approach to communications, branding and marketing.
- Strong budget management skills.
- Excellent relationship-building and interpersonal skills.
- A strong commitment to customer service (internal and external).
- Self-sufficient skills with MS Office applications.
- Experience in international development/affairs communications (an asset).
- French/English bilingualism (an asset).

Salary range: \$108,000 to \$115,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **October 18, 2021**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Director, Communications**” 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 Safeguarding 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 diversity, equity and accessibility. 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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