



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.

Senior Manager, Communications

(Permanent; Full-time; based in Toronto)

Reporting to the Director, Communications, this role provides leadership, coordination and development of the Communications Team and its members to ensure effective communication of UNICEF Canada key messages, campaigns and programs. The Senior Manager, Communications will coordinate, collaborate and support a number of key campaigns and projects such as digital transformation, diversity and inclusion initiatives, brand voice and social media. This role will work closely with the Director, Communications to identify strategic communications opportunities that will strengthen UNICEF's reputation and promote revenue growth. This role will also provide expert advice and work with cross-functional teams to develop and deliver integrated communications strategies.

The responsibilities of the position will include:

Project Management (40%)

- Oversee and coordinate Communication Team projects to ensure overall quality, strategic alignment with goals and messaging.
- Ensure the effective and efficient management and operation of the Communications Team's projects.
- Provide high-level strategic advice, assistance and support regarding corporate communication and public relations.
- Support the Director, Communications in the development and implementation of the UNICEF Canada communications strategy and outreach plan, identifying objectives, messages, audiences, deliverables, budgets, and developing plans in coordination with managers.
- Engage with leadership teams to support and roll out a digital strategy, vision and roadmap.
- Build effective & efficient communications with end-to-end accountability for the delivery of digital solutions (i.e. SharePoint).



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- Engage in continuous discovery activities across the organization to evolve and meet changing business needs that will enhance internal cultural, advocacy efforts and revenue growth.
- Establish and maintain contacts with consultants, freelancers, implementing partners and other vendors to execute on key projects and campaign deliverables.
- Contribute to the development of policies and procedures relevant to the position.
- Coordinate the production of corporate publications, including annual reports.
- Serve as a resident expert on branding and style guidelines, ensuring consistency accuracy and compliance, followed by recommending revisions and appropriate application.

Reputation and Influence (40%)

- Works with different parts of the organization to identify needs to engage and recruit external ambassadors, influencers and speakers to build the reach and impact of the organization.
- Develops and implements an ambassador and advocate strategy for the organization.
- Supports the Director, Communications in establishing and implementing presidential positioning through content creation, speaking notes and presentations.
- Work with the Content Manager to create storytelling vehicles and key organizational communications to develop a cohesive narrative.
- Support UNICEF Canada's journey to transition to a new, more inclusive brand that can continue to evolve.

People Management (20%)

- Manage and retain a team of content and social media professionals, through recruitment and development strategies.
- Conduct goal setting planning as well as quarterly and year end performance reviews for direct reports as established by organization processes.
- Encourage, coach and foster opportunities for development and personal growth.
- Support employee engagement strategies as required.
- Indirectly influence the whole communications team to work towards common goals with clearly defined accountabilities, which are aligned with overall strategy.



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The ideal candidate will have:

- A post-secondary degree or college diploma preferably in Marketing, Communications, Radio and Television Arts (RTA), Journalism or production-related discipline or equivalent year's of work experience.
- A minimum of seven (7) years relevant work experience in content creation, news production or communications.
- Strong project management skills.
- Strong digital communications skills.
- Strong writing skills for various channels and types of engagement.
- Experience managing people and teams.
- Strong experience in developing social media strategies that are integrated with a number of business objectives.
- The ability to work on diverse projects simultaneously ensuring deadlines, brand and superior quality standards are met.
- Excellent organizational skills and attention to detail.
- The ability to easily resolve complex issues and problem solve.
- The interest and ability to innovate and seek out opportunities for organizational growth and cost savings.
- Experience with CMS environments.
- Occasional travel and working outside of regular office hours may be required from time to time.
- Knowledge of French (an asset).
- A working knowledge of International Development and/or humanitarian response (an asset).

Salary range: \$72,500 to \$87,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **November 29, 2021**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Senior Manager, 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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