



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, Advocacy

(Permanent; Full-time; based in Toronto, Montreal or Ottawa)

Reporting to the Director of Communications, the Communications Manager, Advocacy is responsible for managing and implementing proactive, integrated and effective communications strategies to strengthen UNICEF Canada's advocacy to improve the well-being of children and youth across Canada and defend children's rights around the world. The manager will advance campaign objectives and brand recognition ensuring messaging is strategic, impactful, and consistent.

This role supports advocacy communication efforts across the country in both English and French as they relate to, the development of communications tools such as media releases, speeches, communications toolkits, key messages and other written communication supports, in close conjunction with the domestic and international advocacy departments and the Director, Communications. The incumbent will work effectively with a number of key internal and external stakeholders to ensure stories and messages reach the public regarding the wellbeing of children in Canada and around the world. They will develop and manage strong, constructive relationships with media; serve as the primary media contact point for both English and French on advocacy issues.

The responsibilities of the position will include:

Strategic Communications (25%)

- Support the development of communication plans and public engagement campaigns that identify approaches, tactics and measurable outcomes in support of advocacy objectives.
- Co-ordinate the development and implementation of communications strategies, leveraging campaigns, stories, and people, to enhance visibility and public understanding of UNICEF Canada's mission. Supports the Director, Communications, in collaboration



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with the content manager, in establishing and implementing presidential positioning through development and writing of speaking notes, presentations and other text creation.

- 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 wellbeing of children in Canada and around the world.
- Represent UNICEF Canada and actively participate in communications/public relations committees of interagency working groups.
- Work closely and collaborate where appropriate with likeminded 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.
- Support the development of a coordinated and integrated supporter engagement strategy.
- Measure, evaluate and adjust strategies as required.
- Works closely with International Policy and Domestic Policy to strategically support their advocacy business objectives.

Writing and Editing (60%)

- Develop, write and coordinate approval process of all communications products for domestic and international advocacy initiatives including key messages, FAQs, backgrounders, press releases, blogs, op-eds, website content and newsletters for use by the organization.
- Project manage communications contributions to public engagement advocacy campaigns for the organization including development of strategy and messaging, and working with Marketing department to ensure brand integration.
- Support the development of communication plans and public engagement campaigns that identify approaches, tactics and measurable outcomes in support of advocacy objectives.
- Coordinate with global communications projects and global moments working in conjunction with both the international and domestic advocacy teams.
- Support media relations with writing and editing Key Messages and Q&A documents.
- Support the content manager with writing, coordinating of blogs, website content and newsletters.
- With the Communications Manager, Digital Media position, write and edit comment moderation guides.

Emergency Communication Support (15%)

As member of the Emergency Response Team, support the communications team.

- Develop, plan and manage integrated communication strategy to effectively ensure UNICEF Canada positioning on key emergencies, including:



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- Supporting the Senior Communications manager, media relations, to update the emergency web pages with regards to written content.
- Supporting the 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.

The ideal candidate will have:

- Post-secondary education in communications, journalism or related field or equivalent year's work experience.
- Minimum of five (5) years of relevant work experience in public relations experience (both proactive and reactive) in a complex environment.
- Fully bilingual in English and French oral, written and comprehension.
- Demonstrated success designing, executing and measuring successful communications strategies.
- Exceptional oral and written communications skills, including strong writing and editing skills.
- Demonstrated abilities to produce content on a number of diverse social issues.
- Demonstrated leadership skills and team building, committed to professional growth for self and team members.
- Demonstrated and successful social media planning and activation.
- Demonstrated experience with media positioning of complex and controversial social issues.
- Demonstrated experience working collaboratively with cross-functional groups to achieve desired outcomes.
- Excellent interpersonal skills.
- Demonstrated ability to work independently with minimal supervision to accomplish high profile tasks and to meet multiple and concurrent deadlines.
- Demonstrated good judgment and discretion.
- Experience or profound interest in child rights and issues of inequality as related to children in Canada.

Salary range: \$62,000 to \$73,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **September 23, 2022**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Communications Manager, Advocacy**" 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.



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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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