

<b>Department:</b>	Resources and Public Engagement Department	
<b>Responsible to:</b>	Director, Resources and Public Engagement	
<b>Supervise:</b>	Communications and marketing officers and web manager/graphic designer	
<b>Classification:</b>	G	
<b>Status:</b>	Full Time	
<b>Working Conditions:</b>	Hybrid <sup>1</sup> Sedentary	
<b>Location:</b>	Winnipeg preferred; other locations may be considered	June 2023

### ***Position Summary:***

The communications and marketing manager will manage the Foodgrains Bank's marketing and communications program which includes building brand identity and trust for the Foodgrains Bank, development and implementation of an integrated digital communications strategy, producing corporate publications, and providing content, design, web management, editing and marketing services to other teams and departments of the Foodgrains Bank. .

Periodic domestic and occasional international travel will be required.

### ***Primary Working Relationships:***

The communications and marketing manager is responsible to the director of resources and public engagement and works closely with the the supporter relations manager and the public engagement manager to ensure consistency and coordination of messaging and program implementation plans across the department and the organization. The manager supervises the communications team.

The manager connects with counterparts in Foodgrains Bank members and the sector more broadly, and responds to requests from the executive director.

### ***Roles and Responsibilities:***

(Key: A = act; A&I = act & inform; AAC = act after consultation)

<sup>1</sup> Canadian Foodgrains Bank defines hybrid work as at least three days per week in the office and up to two days per week working from a remote location.

<p><b>1. Communications and marketing services – Overseeing the work of the communications and marketing team, the manager is responsible for the development and maintenance of a comprehensive, organization-wide communications and marketing strategy and program. This includes:</b></p>	<p><b>A</b> (unless otherwise noted)</p>
<ul style="list-style-type: none"> <li>1.1. Ensuring that corporate publications are produced in a consistent and timely manner and reflect the work and the values of the organization.</li> <li>1.2. Consulting on the content, design, and editing of fundraising and marketing communications, public engagement, and supporter relations materials.</li> <li>1.3. Overseeing the provision of editing and design services to other departments <ul style="list-style-type: none"> <li>1.3.1. Taking responsibility to ensure that externally oriented materials from other departments adhere to the organization’s visual and written communications standards and brand.</li> </ul> </li> <li>1.4. Ensuring that corporate messaging meets or exceeds professional and organizationally approved standards.</li> <li>1.5. Ensuring that communications and marketing staff respond to and engage in requests for communications and marketing services and needs identified from resource and public engagement staff, other departments, and member agencies.</li> <li>1.6. Reporting regularly to the resources and public engagement director on all aspects of the communications and marketing teams work and consulting with them on all key decisions</li> </ul>	<p><b>AAC</b></p> <p><b>AAC</b></p>
<p><b>2. Staff Supervision - Supervise the communications team, including:</b></p>	<p><b>A</b> (unless otherwise noted)</p>
<ul style="list-style-type: none"> <li>2.1. Mentoring team members and providing opportunities for direct reports to develop and improve their work.</li> <li>2.2. Performance management. <ul style="list-style-type: none"> <li>2.2.1. Providing ongoing support to communications and marketing staff, monitoring performance to ensure that activities are aligned with departmental and organizational goals, and that program outcomes are being achieved.</li> <li>2.2.2. Providing regular feedback and a formal annual performance evaluation for all communications and marketing staff.</li> </ul> </li> <li>2.3. Supporting the development of communications and marketing job descriptions, ensuring that roles and expectations of all positions are clear and appropriate to the goals of the program and the organization, and participating in recruitment of communications staff</li> <li>2.4. Fostering positive team dynamics within the communications and marketing team and ensuring that team members are fully integrated into the larger resources and public engagement department.</li> </ul>	<p><b>A&amp;I</b></p>
<p><b>3. Marketing and Brand Management – The manager is responsible for developing and implementing a marketing plan, establishing and maintaining a cohesive organizational brand, and for ensuring that the brand supports the goals of the organization and its members. This includes:</b></p>	<p><b>A&amp;I</b> (unless otherwise noted)</p>
<ul style="list-style-type: none"> <li>3.1. Developing and implementing marketing strategies to obtain and retain new donors.</li> </ul>	

- 3.2. Developing and upholding brand messaging across the organization.
- 3.3. Implementing visual and brand identity plans across all platforms throughout the Foodgrains Bank network.
- 3.4. Taking steps as needed to ensure that trust in the brand of the organization is maintained and not compromised.
- 3.5. Growing the visibility of the Foodgrains Bank brand in target markets.
- 3.6. Maintaining a strong media presence across Canada with traditional media and develop relationships with newer media.

<b>4. Digital Communications Strategy – Working with the director of resources and communications and other department managers, the communications manager will develop a robust and integrated digital communications strategy using current digital communications and interactive technology. This will include:</b>	<b>A&amp;I</b> (unless otherwise noted)
4.1. Developing a digital supporter acquisition and engagement strategy for the Foodgrains Bank	<b>AAC</b>
4.2. Creating, testing and adapting marketing messages based on analytics and agreed upon strategic objectives.	
4.3. Managing the implementation of a new digital communications strategy.	
4.4. Taking steps to ensure staff remain fluent in current digital communications trends, strategies, and tools.	
<b>5. Public and Media Relations – Overseeing the public and media relations work, the manager is responsible for developing a strategy to increase the awareness of Canadian Foodgrains Bank in Canada. This includes:</b>	<b>A&amp;I</b> (unless otherwise noted)
5.1. Work to support in identifying external journalists, bloggers and other influencers who can report on the work of the organization.	
5.2. Help to create public relations opportunities to engage new audiences in the work of the Foodgrains Bank.	
5.3. Ensure a media positioning strategy is created for relevant staff.	
<b>6. Other</b>	<b>A</b> (unless otherwise noted)
6.1. Reporting – Reporting on team activities and results for the department board report, and for planning and evaluation of communications programs as required. A&I	<b>A&amp;I</b>
6.2. Member relations – Taking responsibility for building and maintaining positive, collegial, and service-oriented relationships with member communications staff.	
6.3. Government relations – Ensuring positive relationships are maintained with government communicators.	
6.4. Departmental communication – Supporting and working with the department director to ensure clear communication from the communications and marketing team to the department, and that departmental plans are effectively communicated to and implemented by the communications team.	<b>AAC</b>

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| <b>6.5.</b> Budget management – In consultation with the director of resources and public engagement, manage the communications and marketing budget: | <b>AAC</b>     |
| 6.5.1. Recommending budget line allocations within the larger department budget.  | <b>A&amp;I</b> |
| 6.5.2. Managing the communications and marketing programs within predetermined budget allocations.  |                |
| <b>6.6.</b> Participate in and contribute positively to the department leadership team.   | <b>A&amp;I</b> |
| <b>6.7.</b> Provide management support to the director of resources and public engagement as requested.   | <b>A&amp;I</b> |
| <b>6.8.</b> Other duties as assigned.   |                |

**Qualifications:**

*Required:*

- Education
  - Completion of a degree or course of study in communications, marketing or other relevant discipline, or commensurate experience
  
- Experience
  - Minimum seven years experience in communications and/or marketing, with at least three years managing a team
  
- *Special Skills*
  - Well-versed in all aspects of communications, with expertise in a combination of the following disciplines – marketing, content writing, cross cultural communications, brand development, social media management, design, website management.
  - Demonstrated expertise in digital media technology and applications for marketing and communications acquired through a combination of relevant experience and education
  - Experience in team management and staff supervision
  - Experience in non-profit communications
  - Strong interpersonal communication skills
  - Strong intercultural competence
  - Must identify with and support the Foodgrains Bank’s Christian identity and mission, and be able to articulate the relationship between a Christian faith commitment and the work of the Foodgrains Bank.
  - Alignment with the Foodgrains Bank’s values: compassion, equality, generosity, dignity, justice, peace, right to food, right relationships
  - Able to contribute positively to team dynamics and information flow
  - Available for domestic and international travel
  
- *Assets:*
  - Knowledge of international development and relief issues
  - Knowledge of and experience engaging with the Canadian agriculture sector
  - French language fluency