

## **JOB POSTING – MARKETING AND COMMUNICATIONS MANAGER**

**Organization:** Right To Play International  
**Department/Division:** Canadian National Office  
**Work location:** Toronto, Canada  
**Authorized to work in:** Canada (Ability to work legally without requiring sponsorship)  
**Target Hiring/ Target Hiring Range:** \$72,000-\$78,000 CAD per annum  
**Closing Date:** May 14, 2021

### **BACKGROUND:**

Right To Play is a global organization that protects, educates and empowers children to rise above adversity using the power of play. We reach 2.3 million children each year in some of the most difficult and dangerous places on earth, helping them to stay in school and graduate, resist exploitation, overcome prejudice, prevent disease and heal from the trauma of war. We do this by harnessing play, one of the most fundamental forces in a child's life, to teach children the critical skills they need to dismantle barriers and embrace opportunities, in learning and in life.

Established in 2000, Right To Play is headquartered in Toronto, Canada and has operations in 22 countries across North America, Europe, the Middle East, Africa, and Asia.

With a shared passion for our mission, our Culture Code guides how we act and interact based on five core pillars:

- Accept Everyone – *Be intentional about inclusion*
- Make Things Happen – *Seek opportunities to lead and innovate*
- Display Courage – *Act with integrity*
- Demonstrate Care – *Look after yourself and one another*
- Be Playful – *Have fun at work*

Please visit [our website](#) to learn more about who we are and what we do, and [watch this video](#) to find out about the five pillars of our Culture Code.

### **JOB SUMMARY:**

Reporting to the Senior Manager, Marketing, Communications and Mass Market in the Canadian National Office (CNO), the Marketing and Communications Manager supports the CNO's communication portfolio and is a key player in the achievement of the marketing and communications objectives of the office. The Marketing and Communications Manager also collaborates with Right To Play's Global Communications Team in the development and roll-out of campaigns and other activities.

The position will be based in Toronto with an estimated 5% travel required.

**PRIMARY RESPONSIBILITIES:**

**Job Responsibility #1: Creating Quality Communications for Indigenous Programs (45% of Time)**

- Lead the development of communications plans for Right To Play Canada's Indigenous Programs, creating written and multimedia content for a variety of purposes and channels. This will include content for the bi-monthly newsletter, seasonal and annual Indigenous Program reports, donor communications, fundraising, presentations, Right To Play Canada website, and social media.
  - Actively seek opportunities to position and promote Right To Play's Executive Director of Indigenous Programs as a key voice within Indigenous thought leadership.
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**Job Responsibility #2: CNO Representation for Global Marketing and Communications (15% of Time)**

- Active participant in development of strong Global Marketing and Communications program.
  - Represent the Canadian National Office in Global Marketing and Communications meetings.
  - Champion a voice of "One Right To Play" via strong alignment to Global brand positioning and guidelines.
  - Align with/contribute to Global Communications calendar and content gathering/sharing.
  - Key participant in Global Communications working groups.
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**Job Responsibility #3: Supporting Marketing Communications Team (15% of Time)**

- Ensure the Right To Play's brand in Canada effectively integrates domestic and international program objectives, and awareness and fundraising priorities into a singular, comprehensive national brand identity.
  - Contribute to a positive high performing team environment that fosters personal growth, team collaboration, open dialogue, planning and exceptional execution.
  - Lead and manage Marketing and Communications Officer with focus on their career development and maximizing their learning opportunities and performance.
  - Provide additional support with digital communications as needed for Right To Play Canada's website, email marketing and social media accounts to drive awareness of the organization, engagement in our mission, acquisition of new supporters, and revenue generation.
  - Support communications and marketing for signature events (e.g. Heroes Gala), donor acquisition campaigns, appeals and stewardship.
  - Collaborate with Senior Manager and contribute to developing and adhering to annual budgets and plans.
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**Job Responsibility #4: PR, External Communications and Media Outreach (10% of Time)**

- Support Right To Play leadership and Athlete Ambassadors on Canadian brand messaging to inform local and national profile opportunities (e.g. media, speeches, public engagement. events), through curated key messaging, speech writing, media briefings.
- Provide issues management and crisis communications, identifying reputational risks and developing key strategies to guide organizational response.

- Cultivating traditional and non-traditional media networks and PR agency relationships that work to benefit the Right To Play brand in Canada, proactively coordinating media outreach to Canadian media, including drafting press releases and pitching stories.
- Identify opportunities to position Right To Play CEO and other spokespeople in the media; particularly in relation to our Indigenous programs.
- Monitor, analyze and communicate media results for Right To Play.
- Support planning and implementation of media visits to field projects in coordination with field offices as needed.

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**Job Responsibility #5: Communications Associated with Canadian Engagement Strategy (10% of Time)**

- Manage administration, develop communications plan, recognition and social media for the Canadian Engagement program for Global Affairs Canada.
- Collaborate with Global Communications team to ensure content creation and production.

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**Job Responsibility #6: Perform other Duties as Assigned (5% of Time)**

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**MINIMUM QUALIFICATIONS (Must have):**

**EDUCATION/TRAINING/CERTIFICATION:**

Undergraduate Degree in Communications/PR/Marketing/Journalism or related field

**EXPERIENCE:**

- Minimum of 7-10 years' experience in a communications role in non-profit or corporate communications
- Experience creating written and multimedia content for a variety of platforms, channels, and audiences
- Experience in communications related to Indigenous Canadian content and working in partnership with Indigenous Canadian communities
- Experience creating engaging donor communications and products that support cultivation, stewardship, and retention goals
- Experience overseeing end-to-end production of marketing and communications products, particularly annual reports and newsletters
- Experience with event marketing
- Experience developing digital and paid social campaigns that drive brand awareness, engagement, and donor acquisition
- Demonstrated success in securing earned media coverage for issues and events
- Demonstrated success in contributing to development and successful implementation of communication strategy
- Demonstrated success in delivering communication projects on deadline

**COMPETENCIES/PERSONAL ATTRIBUTES:**

- Creative thinker, excited by fresh approaches to communications
- Adaptable to different communications situations and demands

- Comfortable in a collaborative environment, able to listen actively, open minded and open to constructive feedback
- Highly organized and deadline-driven
- Ability to collaborate with culturally and geographically diverse teams
- Self-motivated, able to work independently and take initiative to move projects forward
- Flexible and adaptable, able to adapt to competing demands
- Willing to travel as required

#### KNOWLEDGE/SKILLS:

- Exceptional writing skills, able to write for different platforms and uses including narrative storytelling, donor communications, and marketing products
- Well-honed editing skills with an eagle eye for spotting errors and inconsistencies
- Video and photo editing skills a considerable asset
- Good working knowledge of the Canadian media landscape, “what makes a great story,” and experience in media outreach
- Experience in working with grant-related communications an asset
- Proficiency in the use of Microsoft Office products (Outlook, Word, Excel, PowerPoint, Teams, etc.)
- Facebook Business Manager, Google Grants, and other digital marketing and advertising platforms, and experience setting up and managing digital campaigns
- Excellent communication, presentation and influencing skills

#### LANGUAGES:

Excellent written and spoken English. Ability to work in a second language (French) is an asset.

#### WHO YOU ARE:

You are a well-organized self-starter able to shepherd projects from start to finish. You are a confident writer with a proven ability to craft creative and compelling content that brings stories to life across online and offline products and platforms. You are an effective communicator who believes that powerful communications can drive social change. You embrace feedback and are comfortable working in collaborative environments and have well developed interpersonal skills. You have a keen eye for detail and a positive, follow-through mindset. You are focused on communicating strategically to further the organization’s mandate and amplify our work and impact

#### WHAT YOU’LL GET:

The opportunity to work with a passionate, innovative and collaborative team where you have the ability to make things happen. You will gain experience working for a Great Place to Work® Canada Certified and globally recognized organization with a healthy culture premised on our Culture Code (**accept everyone, make things happen, display courage, demonstrate care and be playful**). In addition, we offer a competitive salary and benefits package including Group RRSP Plan, gym membership, flexible work policy (e.g. work from home and flex hours) and summer/winter hours.





**Target Start Date:** May 2021  
**Contract Duration:** Permanent/Full-time

#### HOW TO APPLY:

If you are interested in applying for this position, please apply [here](#) to upload your resume and cover letter.

While we thank all applicants for their interest, only those selected for interviews will be contacted. **Shortlisting of applications will begin immediately and interviews may be held before the closing date.**

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory police record check as a condition of employment.**

Should you require any form of accommodation during the recruitment process, kindly contact the People & Culture team by email at [careers@righttoplay.com](mailto:careers@righttoplay.com)

To learn more about who we are and what we do, please visit our website at [www.righttoplay.com](http://www.righttoplay.com).

