



JOB POSTING –MARKETING AND COMMUNICATIONS OFFICER

Organization:	Right To Play International
Department/Division:	Canadian National Office
Work location:	Toronto, Canada
Authorized to work in:	Canada
Target Hiring Zone:	\$55,000-\$60,000 CAD per annum
Closing Date:	January 18, 2021

BACKGROUND:

Right To Play is a global organization that protects, educates and empowers children to rise above adversity using play. By harnessing play, one of the most powerful and fundamental forces in a child’s life, we help 2.3 million children to stay in school and out of work, to prevent life-threatening diseases like HIV and malaria and to stay safe from exploitation and abuse. We are the only global development organization focused exclusively on using play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

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 and Communications in the Canadian National Office (CNO), the Marketing and Communications Officer supports the CNO’s communication portfolio and is a key player in the achievement of the marketing and communications objectives of the department. The Marketing and Communications Officer 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%- 10% international travel required.



PRIMARY RESPONSIBILITIES:

Job Responsibility #1: Creating Quality Communications Products (30% of Time)

- Plan, develop, and create written and multimedia content for a variety of purposes and channels, including the monthly newsletter, annual report, donor communications, presentations, website, social media, etc.;
 - Fulfill donor communications deliverables as outlined donor and partnership agreements;
 - Contribute to the development of communications plans for partnership and donor proposals;
 - Create and execute marketing and communications components to support CNO Signature Events.
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Job Responsibility #2: Manage Digital Channels (30% of Time):

- Manage Right To Play's website, email marketing program and communications lists, and social media accounts to drive awareness of the organization, engagement in our mission, acquisition of new supporters, and revenue generation;
 - Write original content and support editing of digital content and stories;
 - Develop relevant content topics to reach target audiences in line with digital strategy;
 - Develop and manage digital awareness and fundraising campaigns;
 - Listen and respond to comments, and monitor analytics.
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Job Responsibility #3: External Communications and Media Outreach (20% of Time)

- Proactively coordinate 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;
 - Regularly monitor, analyze and communicate media results for Right To Play;
 - Support planning and implementation of international media visits to field projects in coordination with field offices;
 - Build and maintain a robust Canadian media contact list
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Job Responsibility #4: Communications Associated with Canadian Engagement Strategy (15% of Time)

- Ensure development and creation of all communications deliverables as outlined within the Canadian Engagement program for Global Affairs Canada
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Job Responsibility #5: Perform other Duties as Assigned (5% of Time)

EDUCATION/TRAINING/CERTIFICATION:

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

**EXPERIENCE:**

- Minimum of 5 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 creating engaging donor communications and products that support cultivation, stewardship, and, 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
- Knowledge of Facebook Business Manager, Google Grants, and other digital marketing and advertising platforms, and experience setting up and managing digital campaigns
- Video and photo editing skills a considerable asset
- Good working knowledge of the Canadian media landscape and experience in media outreach
- Proficiency in the use of Microsoft Office products (Outlook, Word, Excel, PowerPoint, Teams, etc.)
- 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 organisation'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, gym membership, flexible work policy (e.g. work from home and flex hours) and summer/winter hours.

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

HOW TO APPLY:

If you are interested in applying for this position, kindly apply [here](#). Please indicate your salary expectations in the 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 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 and vulnerable sector screening 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

To learn more about who we are and what we do, please visit our website at www.righttoplay.com.