

Communications Manager

Location: Markham, ON
Immediate Supervisor: Director of Marketing and Communications
Application Deadline: May 6, 2022

We are looking for a talented communication professional to join our marketing and communications team. You will help us raise awareness of neglected tropical diseases and the Effect Hope brand. Our ideal candidate is a creative Communications professional, preferably with an appeal writing background. You will be someone who possesses an audience-first mindset when writing and creating marketing content.

Your content will inspire and encourage online guests to take action and support and promote Effect Hope. We want more Canadians to know about neglected tropical diseases and our work to stop them. Do you think you can help us?

About Effect Hope

Globally, 1.7 billion people are affected by neglected tropical diseases like leprosy. They are the world's most underserved people and communities. These diseases don't just cause illness and disability, but they destroy livelihoods and tear families apart. The neglected tropical diseases seed discrimination and isolation. Neglected tropical diseases trap people in a cycle of poverty.

As followers of Jesus, we cannot stand by and let people suffer needlessly from treatable and preventable diseases. God calls us to intervene in this broken world as agents of restoration and hope. We work with our committed supporters here in Canada and our partners in the countries where we serve to be champions of hope.

Charity Intelligence Canada named us a "[Top Ten Impact Charity](#)" and a "[Top Ten International Impact Charity](#)."

Overview of the Role

Can you help us tell inspiring stories to engage our target audiences? Do you have experience in appeal writing, content development and distribution? Can you manage multiple projects, display creativity, get along with your teammates and keep up-to-date with new technologies and marketing trends?

If the answer is YES, we want to hear from you.

In this role, you will develop engaging content for our monthly appeals, website and social media. Your strong communication skills will inspire audiences to act. Your willingness to learn is also crucial in this role. We will look to you to build and manage a rich content/editorial calendar that includes blog posts, whitepapers, ebooks, reports, webinars, infographics, etc. You will be responsible for creating, curating, tracking, and deploying content online (blog, social, website, email, etc.) and offline (newsletters, direct mail, appeals, etc.) media. You must have a solid knowledge of content distribution using available media channels. You will also own the internal communications and the Effect Hope brand.

Benefits

At Effect Hope, we ask a lot of our employees, but we also offer a lot in return. In addition to your competitive salary, medical/dental/vision plan, and matching pension plan, you will enjoy:

- Dress: Casual when in the office – We want you to be comfortable at work.
- Location: Options for hybrid work are available for this position. However, weekly travel to Effect Hope's office is required. The Effect Hope office is currently in Markham, Ontario. The site could change in future. The staff member in this role may be required to be in the office full time.
- Fellowship: Hang out and pray with your colleagues and be encouraged in your faith.
- Career Development and Mentoring: You will be joining a Christian organization with experienced and thoughtful leaders committed to investing their time to grow and develop others.

What you bring to the role

- Relevant degree in communications, public relations or journalism.
- Minimum 3-5 years experience in a communications role in a charity with a successful track record of developing, managing, and implementing communications projects and fundraising campaigns.
- Digital marketing experience is critical - Strong knowledge of content creation and distribution, SEO, social media trends, digital analytics tools, and content maintenance for strategic digital communications. A solid understanding of the value and opportunities associated with these

tools and platforms.

- Experience in PR, digital and social media, TV, Radio, and print that resulted in growth and retention of donors is preferred.
- Exceptional attention to detail and strong organizational skills.
- Ability to juggle multiple priorities.
- Ability to problem-solve and manage deadlines.
- Team player who also works well independently and is self-motivated.

The selected candidate must be willing to commit to our Vision, Mission and Values. Effect Hope is a Christian mission with a donor base that is primarily of the Christian faith. Candidates must be comfortable with this position and be willing to work in this environment with a broad range of Christian perspectives.

We welcome and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all those who apply; however, only those selected for an interview will be contacted.

Apply now to humanresources@effecthope.org.