

## **NATIONAL TRUST FOR CANADA JOB PROFILE**

### **Position Title: Manager of Communications**

(Maternity leave cover - Contract is until August 2024)

*Receiving applications now until the position is filled.*

### **SUMMARY**

Reporting to the Executive team, the Manager of Communications leads and develops the Trust's communications activities, plans the editorial calendar, and coordinates the involvement of all staff in communications and outreach activities. This central staff position provides subject matter leadership in Communications, coupled with strong literacy in heritage conservation and a passion for the cause. The Manager of Communications leads efforts to identify and reach target audiences, influence public policy, and achieve the Trust's objective to engage as many Canadians as possible in the future of Canada's historic places, responding to the imperatives of Reconciliation and making space for underrepresented communities and voices.

The incumbent works closely with all program staff and collaborates with the staff specialists in marketing and digital media, websites, and content development.

### **MAJOR RESPONSIBILITIES**

- Establish communications strategy and implementation plans for the organization and its public-facing programs.
- Messaging and content leadership (independently and with senior staff) across all channels.
- Plan the editorial calendar and coordinate production (multiple media including website, e-newsletter and print and digital editions of the magazine) in regular collaboration with senior staff.
- Brand manager: bringing a creative flair and consistency to our look and feel.
- Lead PR, media relations; Serving as the media contact person and where appropriate, the spokesperson for the organization.
- Initiating contact with writers, reporters, journalists, and editors to promote specific releases and stories, and the National Trust in general.
- Managing the Communications budget.
- Managing technology / multi-media interface (e.g., website, SUMAC, social media)
- Leading project teams and participating in teams led by others from across the entire organization.



## **KNOWLEDGE AND SKILLS**

The duties of the position require a knowledge of communications, design, media, marketing and public relations principles and practices, as well as strong literacy in heritage conservation issues and trends. Candidates should have a high level of comfort working with Adobe Creative Suite (i.e., Photoshop and InDesign), website content management systems (i.e., WordPress) and Mailchimp. Video and photography skills are considered an asset.

The duties also require that the incumbent be extremely resourceful and possess excellent organizational, team-building, and interpersonal skills. Sound judgment, sensitivity to the issues, tact, and discretion are also required to develop and maintain productive relations with the media, the heritage community, and the National Trust's different publics, especially when responding to controversial or sensitive issues on behalf of the organization.

The ability to speak, read, and write at an advanced level in one of the official languages is required. The ability to speak, read and write in the second official language is also required.

## **TO APPLY**

To apply, please send a resume and cover letter to: [nationaltrust@nationaltrustcanada.ca](mailto:nationaltrust@nationaltrustcanada.ca)  
We thank all applicants for their interest, however only those under consideration for the role will be contacted.

The National Trust is committed to building diverse, equitable, inclusive, and accessible working environments and welcomes those who would contribute to the further diversification of staff including, but not limited to, women, racialized persons, Indigenous peoples, persons with disabilities, and persons of any sexual orientation or gender identity to apply. Should you require assistance applying, please contact: Hollie Boulet, 613-237-1066 Ext. 240. [hboulet@nationaltrustcanada.ca](mailto:hboulet@nationaltrustcanada.ca)

**Salary Range: \$55,000 - \$65,000**