## Terms of Reference

# Communications and Marketing Officer

Location: Hybrid, with occasional required travel to AKFC’s headquarters in Ottawa

Type: Permanent, full-time

## Position Summary

The **Strategic Communications and Content team** anchors AKFC’s brand, editorial, and marketing. The team distills the organization’s complex objectives into compelling content designed to inspire and activate a range of audiences. Anchored within the Public Engagement and Resource Mobilization department, the team leads integrated communications and content initiatives across the department’s fundraising, public outreach, and external communications functions, while also providing editorial leadership across the organization.

As a member of the Strategic Communications and Content team, the **Communications and Marketing Officer** plays a lead role in raising awareness of AKFC’s Canada-based initiatives – aimed at mobilizing audiences and raising funds across a range of digital, in-person, and hybrid activities.

Working closely with colleagues within the Public Engagement and Resource Mobilization department, as well as staff and volunteers across the organization, this role advances AKFC’s brand and engagement with key audiences in Canada and overseas.

The position reports to the Senior Manager, Strategic Communications and Content. The expected annual salary is between $60,000 and $65,000, in addition to a comprehensive benefits package.

## Key Responsibilities

* Contribute to communications and marketing strategies for a suite of activities aimed at diverse audiences in Canada.
* Lead or support the marketing of AKFC’s initiatives in Canada, including email marketing, social campaigns (paid and organic), event invitations, influencer engagement, print materials, media releases, and graphics.
* Gather content and stories about AKFC’s programs in Canada, including desktop research, interviews, and otherwise working with staff, volunteers, fundraisers, and others.
* Lead or support the production of communications aimed at informing audiences about AKFC’s work in Canada, including articles, speaking notes, videos, social posts, slide decks, briefs, and photo galleries.
* Build and manage content on AKFC’s digital channels, including websites, social channels, and email campaigns, with a focus on marketing fundraising and public engagement activities to Canadians.
* Contribute to the monitoring, measurement, and analysis of marketing initiatives and content performance to make evidence-based decisions on best approaches and to contribute to reports to donors and other stakeholders.
* Review and provide input into content developed by colleagues, external communications professionals, or volunteers.
* Organize, maintain, and facilitate access to a library of content and multimedia assets from AKFC’s programs and initiatives in Canada.
* Recruit and manage external communications professionals, e.g. photographers, filmmakers, or graphic designers.
* Support and train fundraising volunteers in marketing and communications activities.

Qualifications & skills

We are looking for a candidate who has:

* Post-secondary education in communications, journalism, or marketing and three years of related work experience; or alternatively five years of related work experience;
* Excellent copywriting skills, with experience writing fundraising copy;
* A flair for visual communication (e.g. selecting effective images);
* Experience developing and measuring the effectiveness of marketing initiatives targeted at a range of audiences;
* Familiarity with:
* Email marketing platforms, such as MailChimp
* Social media management tools, such as Hootsuite, Falcon.io, and/or HeyOrca
* Website content management systems, such as Wordpress
* Google Analytics and social media analytics
* Attention to detail and high standards for the accuracy and quality of communications and marketing materials;
* Organizational skills, including the ability to effectively and nimbly manage multiple projects simultaneously;
* A drive to learn, problem-solve, and troubleshoot both independently and collaboratively; and
* Availability for occasional evening and weekend work during busy periods or events.

Assets

An ideal candidate may also have one or more of the following:

* A keen sense of storytelling and how to use stories as the foundation for compelling content;
* An interest in international development and global issues;
* Experience in developing and deploying influencer strategies;
* Experience with public and/or media relations;
* Experience working with and managing volunteers and consultants;
* Familiarity with client relationship management (CRM) software, such as Raiser’s Edge and/or Salesforce
* Graphic design or video-editing skills;
* Demonstrated capacity to respect and safeguard vulnerable populations;
* Knowledge of gender-sensitive and inclusive communications approaches;
* Proficiency in French; and
* Availability to travel within Canada.

Apply

Please submit cover letter, resume, and two examples of relevant work in any medium (such as a marketing email, article, video, newsletter, social media content, etc.) by e-mail to: [akfc.hr@akdn.org](mailto:akfc.hr@akdn.org)

Subject line: Communications and Marketing Officer

Deadline for submissions: September 14, 2022

Applications will be reviewed on an ongoing basis.

*Thank you for your interest. Please note that this position is only open to those who are legally able to work in Canada.*

*AKFC is committed to advancing gender equality and inclusion through our programming and operations in Canada and overseas. AKFC requires all employees and consultants to review and abide by the*[*AKFC Gender Equality Policy*](https://www.akfc.ca/wp-content/uploads/2021/04/AKFC-GenderEqualityLayout-EN-Web.pdf)*.*

*AKFC recognizes the importance of safeguarding and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, other associates, and the organization are kept safe from harm. All employees and consultants must respect the*[*AKF Code of Conduct and Safeguarding Policy*](https://www.akfc.ca/wp-content/uploads/2020/12/AKF-Safeguarding-Manual-July-2020-v.2-compressed.pdf)*.*

*AKFC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*