



AGA KHAN FOUNDATION  
CANADA

## Terms of Reference

# Communications Manager

## About AKFC

**Aga Khan Foundation Canada** (AKFC) is an international development organization and registered charity. AKFC partners with communities, businesses, and governments to find innovative, lasting solutions to promote inclusive development. Working in Africa and Asia, the Foundation invests in local institutions and systems that anchor progress over the long term. In Canada, AKFC mobilizes funding and expertise, and promotes awareness of global issues. AKFC is an agency of the Aga Khan Development Network, one of the world's most comprehensive development organizations. Since 1980, AKFC has helped millions unlock their own potential to build a better life.

## Position Summary

As part of an ambitious suite of activities to engage Canadians in international development, mobilize existing supporters, and reach new audiences, AKFC deploys a robust communications and outreach strategy in Canada. The **Communications Manager** plays a central role in the design and execution of the portfolio of initiatives within this strategy – from social media campaigns to travelling exhibitions to learning events – with a special focus on ensuring communications are high-quality, accurate, compelling, and on brand.

Working closely with colleagues within the Public Engagement and Resource Mobilization department, as well as staff and volunteers across the organization globally, this role advances AKFC's public engagement activities, brand identity, relationships with media and other key interlocutors, and the quality and effectiveness of the organization's internal and external communications.

The position reports to the Deputy Director, Public Engagement and Resource Mobilization, and supervises the Communications and Content Officer. The role is based in Ottawa and some in-office work is required, determined in consultation with supervisors and AKFC's flexible work policy. Support is provided for relocation to Ottawa if necessary. The anticipated salary range is between \$78,000 and \$83,000, alongside a competitive benefits package.



## Responsibilities

### Strategic communications

- Contribute to the development and implementation of communications and branding strategies to advance AKFC's engagement and mobilization of audiences in Canada, including the integrated deployment of content across digital and in-person channels.
- Support the effective use of editorial tools, including overseeing the editorial calendar and contributing to AKFC's editorial policies and guidelines.
- Anchor internal communications to ensure staff and volunteers are informed about AKFC's activities in Canada, and encourage them to participate and amplify within their networks.
- Support the target-setting, tracking, and analysis of organizational communications, and adjust approaches based on data and learning.

### Content Development

- Develop and repurpose content in a range of formats, for both digital and in-person distribution, such as articles, videos, exhibitions, and hybrid events.
- Review content developed by colleagues, external communications professionals, and volunteers, to ensure it is high-quality and in line with AKFC's editorial guidelines. Provide specific and actionable feedback, and coach colleagues on compelling storytelling, crisp copywriting, and effective visual communication.
- Recruit and manage external communications professionals when required for content development, e.g. photographers, filmmakers, or graphic designers.

### Organizational profile

- Contribute to the advancement of AKFC's profile in Canada, including measures to advance our brand integrity and targeted engagement with the media and charitable sector stakeholders.
- Oversee media strategy, manage media inquiries and monitoring, flag emerging issues with implications for AKFC or the AKDN, and make recommendations to senior management on appropriate responses.

### Other duties

- Supervise the Communications and Content Officer, with responsibility for leveraging their capacities to contribute to the organization's objectives, while promoting their professional growth, learning, and well-being.



- Contribute to project and grant management, including workplanning, budgeting, and reporting to internal and external stakeholders.

### Qualifications & Experience

- A post-secondary degree in journalism, communications, marketing, or a related field and at least five years of relevant experience (or equivalent combination of education and experience). Experience in the charitable or global development sectors considered an asset.
- Demonstrated audience-driven approach to communications strategy. Experience engaging youth and/or educator audiences in Canada considered an asset.
- Experience using human-centric stories as a foundation for compelling content, including upholding ethical principles related to storytelling on complex subject matter.
- Track record of delivering clear, constructive, and actionable feedback to colleagues. Experience leading a team or managing others considered an asset.
- Experience in media relations or journalism, brand and reputation management, and/or developing content for live events (in-person or hybrid) considered assets.

### Skills & Attributes

- Excellent copyediting and proofreading skills, with high standards for the accuracy and quality of communications and marketing materials.
- Exceptional verbal and written communications skills in English. French language skills considered a significant asset. Other language skills relevant to our countries of work are also of interest.
- Organizational skills, including the ability to manage simultaneous projects effectively and nimbly.
- A flair for visual communication. Graphic design, photography, and/or video production skills considered assets.
- A drive to learn, problem-solve, and troubleshoot both independently and collaboratively.
- Demonstrated capacity to respect and safeguard vulnerable populations.
- Knowledge of inclusive, gender-sensitive, and anti-racist communications approaches.
- Availability for occasional evening and weekend work during busy periods or events.



- Ability to travel internationally.

## Apply

Qualified applicants should submit a cover letter, resume, and up to three relevant work samples in any medium (such as a marketing email, article, video, newsletter, social media content, report, etc.), specifying the applicant's role in producing the work sample.

Applications should be submitted via email to [akfc.hr@akdn.org](mailto:akfc.hr@akdn.org) indicating "Communications Manager" in the subject line. Applications will be reviewed on an ongoing basis. Short-listed candidates will be invited for an interview and asked to complete a written assignment.

Deadline for submissions: 1 January, 2024

*Only shortlisted candidates will be contacted. Applications will be reviewed on an ongoing basis. Please note that applicants must be eligible 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 to review and abide by the AKFC Gender Equality Policy.*

*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 as a whole are kept safe from harm.*

*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.*