



JOB POSTING

Title:	Director, Brand & Communications
Type:	Permanent, Full-time (35 hours per week)
Location:	Flexible (Must reside in Canada)
Salary Range:	\$91,300- \$103,800

Canadian Feed the Children's vision is a world in which children, youth and their communities thrive, realizing their full potential. CFTC works in partnership with local NGO's and communities in Uganda, Ethiopia, Ghana, Bolivia and with Indigenous Peoples in Canada. We are here with communities who are building local, self-reliant, sustainable systems to provide food for their children, youth, and families across generations. We work in solidarity with communities to impact all areas of nourishment at all stages of their lives, including income generation, education, gender equality, racial justice, and climate impacts. If you share our passion for bettering children's lives, and you thrive in a collaborative, values-based culture please consider applying for this role.

About this Opportunity

The Director, Brand & Communications will work closely with the VP, Philanthropy, Brand & Communications and across the entire organization to implement an exciting brand transformation for Canadian Feed The Children (CFTC) that is part of the 10-year strategic directions of the organization. During this time of transformation, the Director will implement efforts to enhance CFTC's strategic communications and ensure an integrated, cohesive approach to elevating the voice, profile and reputation of the organization, and its partners across all audiences. The incumbent will lead the cross-functional implementation of CFTC's brand strategy, ensuring compelling communication that engages staff, donors, partners, communities and the general public. Additionally, this role is responsible for developing integrated revenue strategies and implementing revenue generating initiatives that support revenue goals.

Areas of Responsibility

- Lead, mentor, and manage a team of marketing and communications professionals, fostering a culture of creativity, collaboration, and excellence.
- Develop and align strategic communications across traditional and online platforms to effectively demonstrate CFTC's mission and impact.
- Execute and implement brand transformation strategies and communication plans in alignment with CFTC's mission, vision, values, and goals.
- Collaborate with the VP, Philanthropy, Brand and Communications to design and lead integrated brand activation campaigns and public relations efforts.
- Work closely with local partners in Uganda, Ethiopia, Ghana, Bolivia, and Indigenous communities in Canada, ensuring authentic storytelling and narrative representation.

- Track campaign KPIs, providing insights and recommendations to enhance future campaigns and overall results.
- Lead the creation and implementation of integrated marketing and communication initiatives to boost CFTC's brand awareness, relevance, and reputation.
- Drive compelling storytelling, content creation, and messaging across various channels and platforms.
- Collaborate with the fundraising team to develop effective campaigns and strategies for donor engagement.
- Manage and transform the organization's digital presence, including website, social media, email marketing, and other digital platforms.
- Design and implement tools for continuous improvement and data-driven strategies.
- Coordinate with partner agencies for the successful launch of new brand and activation campaigns.
- Oversee the optimization of digital properties, aligning messaging, engagement, and user experience with brand and organizational priorities.
- Develop and maintain departmental and cross-functional budgets, analytics, and financial reporting.

Requirements:

- College Diploma or Bachelor's Degree in Marketing, Communications, Public Relations, or a related field.
- 4-6 years in leadership roles, brand management, and activation campaigns, preferably in the charitable sector.
- Experience in planning and executing successful brand transformations.
- Strong interpersonal skills with the ability to work collaboratively across the organization.
- Expertise in storytelling and strategic communications, crafting narratives for diverse audiences.
- Familiarity with anti-racism principles and their application in marketing and communications.
- Proven experience in mentoring and developing team members.
- Commitment to diversity, equity, inclusion, decolonization, anti-racism, and anti-oppression.
- Proficiency in content design, digital tools, and basic graphic design tools.
- Exceptional written and verbal communication skills.
- Willingness to work flexible hours and travel as needed.

What we Offer:

Join our team and enjoy a range of benefits designed to support your professional growth and personal well-being:

- **Flexible Work Environment:** Embrace a work-life balance with our remote work options.
- **Health & Dental Benefits:** Comprehensive coverage to ensure your health and wellness.
- **Pension Program:** Secure your future with our employer-matched pension plan.
- **Summer Hours & Holiday Program:** Enjoy flexible summer schedules and extended holiday periods.
- **Generous Time Off:** Benefit from personal days, vacation, and sick leave to recharge and refresh.
- **Volunteer Opportunities:** Make a difference with paid volunteer days.
- **Parental Leave Top-Up:** Additional support during your parental leave.
- **Learning and Development Support:** Invest in your career with our continuous learning and professional development opportunities.
- **Inclusive Culture:** Be part of a workplace that is committed to diversity, equity, inclusion, decolonization, anti-racism, and anti-oppression.

How to Apply:

Please submit your [resume and cover letter](#) by clicking on the below. The position will be posted until filled:

<https://canadianfeedthechildren.bamboohr.com/careers/49>

Applications will be reviewed on a rolling basis, please apply as soon as possible.

We thank all applicants for their interest; however, only those under consideration will be contacted. The position will remain open until the successful candidate has been selected.

Canadian Feed the Children (CFTC) is committed to inclusive, accessible and barrier-free employment practices and to creating a workplace that reflects and supports the diversity of our community. We encourage and welcome applications from qualified applicants including members of racialized groups, Indigenous Peoples, women, persons with disabilities, and persons of any sexual orientation or gender identity. Please let us know if you require an accommodation and we will work with you to ensure a barrier-free hiring process. For further information about Accessibility or Accommodation process at CFTC, please contact our People and Culture Department.