



**Prince's Trust Canada**  
**La Fondation du prince au Canada**

President – HRH The Prince of Wales  
Global Founding Patron – HH the Aga Khan

Président – SAR le prince de Galles  
Mécène fondateur mondial – SA l'Aga Khan

## **National Manager, Marketing and Communications**

**(permanent)**

### **Is this you?**

Do you want to join forces with a group of talented people who are passionate about supporting young people, Veterans, and sustainable communities in Canada? Are you keen to be part of a dynamic team that develops and delivers programs that make a positive impact in the communities we serve? Are you an experienced and well-rounded strategic marketing and communications professional looking to join a national charity to help tell its story? Do you enjoy variety in your work, and get excited by developing plans as well leading the execution and learning from the results? Is initiative one of your strengths?

### **The Organization**

Prince's Trust Canada (PTC) is a national charity whose vision is a sustainable future for Canada, where young people and communities thrive. Our mission is to empower young people and Veterans to build resilient, future-ready communities.

Through innovative partnerships and guided by the United Nations Sustainable Development Goals, our programs help young people overcome barriers to employment and prepare for the changing world of work, provide entrepreneurship training and support for Veterans, and through our focus in sustainability, address climate change mitigation and adaptation. Our work is inspired by our Founder and President, His Royal Highness The Prince of Wales, and his vision for a more sustainable future.

Our ambition is to deliver more tangible impact through high-quality programs, working in collaboration with a growing network of supporters, partner organizations and volunteers across the country. The small but mighty staff team is committed and passionate about our strategic plan and vision.

### **About the Opportunity**

Prince's Trust Canada has been developing and broadening its Communications team to support PTC's brand awareness and to support the Veterans, youth employment and sustainability programming.

The National Manager will support the development and execution of the communications and marketing plan and be responsible for brand management, content creation planning, and digital and social media strategy.

The National Manager will be responsible to ensure successful outcomes with the support of one direct report, external consultants, contractors and with staff members and interns assigned to marketing and communications tasks.

## **RESPONSIBILITIES:**

### **Marketing and Communications Management**

#### **1) Marketing and Communications - Planning and Strategy (30%) – tasks include**

- Support the development of the org-wide marketing and communications plan, ensuring integration of all key components across the organization (including detailed program plans, external relations, events, philanthropy, digital strategy: e-communications /website /social media, etc.) Lead by Head of Communications and Sustainability
- Lead the development of the program communication plans planning process including participant recruitment, digital / social media utilization, budget oversight and accountabilities and supported by Programs Team
- Leads budget planning for the portfolio, assesses whether the work can be completed internally versus outsourced

#### **2) Marketing and Communications - Implementation and Execution (30%)**

- Develops internal processes for tracking marketing and communications requests for the organization such as the design request workflow
- Ensures that content creation is assessed in accordance with the communications plan and objectives prior to execution.
- Implements communications plan as it pertains to all digital elements (social media, websites, and e-communications)
- Supports development of content for multiple audiences, working with the Content Writer and other staff team members (program team, philanthropy team, executive office, etc.)
- Manages the implementation, execution and monitoring of PTC's marketing and communications plan across the organization including periodic review with support. [This process will be determined with the Head of Communications and Sustainability]
- Events: Manages the implementation, execution and monitoring of marketing and communications plans that support program and organization-wide events (online and in person)

#### **3) Brand management (15%)**

- Develops Style Guide capturing legal and brand standards for all marketing and communications materials for Prince's Trust Canada, as part of The Prince's Trust Group, supported by the Content Writer
- Provides training for staff on implementation of the Style Guide, including messaging cascades for PTC initiatives, and supports problem-solving of emerging issues
- Recommends creative approaches to increase brand awareness

- Ensures consistency and compliance of brand standards overall across the organization, including review of all external facing materials in accordance with the creative briefs

#### **4) External Relations – Public Relations (PR) and Government Relations (GR) (15%)**

- Serve as the key resource for firms or consultants supporting PTC's PR and GR work
- Contributes to the development of the media outreach strategy as a component of the overall communications plan led by the Head of Communications and Sustainability
- Oversees and monitors the media outreach strategy with the leadership team and wider organization. Identifies news stories and content to pitch to news outlets to ensure local, regional, and national coverage of PTC's work, liaising with journalists, stakeholders and support agency
- Supports the development of a GR strategy and provides recommendations to maximize resources, influence and reach

#### **5) Team and organizational responsibilities (5%)**

- Fulfil performance review requirements and ensure direct and shared reports are achieving annual objectives
- Address emerging issues and opportunities related to people management, employing a high degree of confidentiality and diplomacy
- Participates in internal working groups as part of the overall staff team
- Supports the values of the organization

## **POSITION REQUIREMENTS**

### **Qualifications**

- Post-secondary degree or an equivalent combination of formal training and experience.
- 5 years of related work experience.
- Strong knowledge of marketing, communications, social media and digital strategies and platforms.
- Strong project management skills that reflect the ability to perform and prioritize multiple tasks seamlessly with strong attention to detail.
- Professional written and verbal communication skills that exceed expectations of PTC's stakeholders.
- Possess strong problem-solving skills with demonstrated creative, innovative and strategic thinking
- Excellent communication skills, with demonstrated ability to effectively communicate ideas and actions to people at all levels in an organization, verbally and in writing
- Demonstrated ability to build relationships with stakeholders including employer partners, community agencies working with young people, and funders
- Experience in the non-profit sector an asset
- Must be eligible to work in Canada
- Bilingual, including writing, reading and speaking fluency is considered an asset

## **Skills and attributes**

- A curious, confident self-starter with the ability to effectively manage multiple projects, priorities and deadlines in a dynamic, entrepreneurial, team-based working environment
- Strong customer service skills including flexibility and patience to deal with varied stakeholders in a professional manner
- High level of professionalism with strong work ethic, are committed and responsible
- Thoughtfulness with the ability to work independently and collaborate as part of a team
- High level of passion, energy, creativity and sense of humour
- Process orientation and high attention to detail
- Occasional travel required

## **Commitment to Equity, Diversity and Inclusion**

We are committed to equity, diversity and inclusion (EDI) and the hard work, reflection and action required as an organization to effect and sustain change. Our work is guided by our five overarching values: Inspiration, Community, Action, Responsibility and Empathy as well as our EDI actions framework.

We welcome candidates from diverse backgrounds and who are representative of the communities that we serve, in particular those with lived experience of the barriers young people face to employment.

Prince's Trust Canada is an equal opportunity employer, dedicated to creating a workplace culture of inclusiveness that reflects the diverse communities that we serve. We encourage applications from women, Black, Indigenous, Persons of Colour, LGBTQ2S+ and people with disabilities as we strive to build a more inclusive society.

If you will require accommodations at any stage of the selection process, please state the nature of the accommodations in your cover note.

### **Application process:**

This application will close on Monday, May 10, 2021. Please submit your cover letter and resume in confidence to [humanresources@princetrust.ca](mailto:humanresources@princetrust.ca). Applications will be received on an ongoing basis until this time, therefore early submission is encouraged.

### **Position details:**

This position is a remote-work opportunity during the COVID-19 pandemic but will require working from the Toronto office periodically post-pandemic.

Thank you for your interest in this position and Prince's Trust Canada.