



Manager of Communications & Advocacy

Title: Manager of Communications & Advocacy

Department: Communications & Advocacy

Status: Full-time, 2-year term (with the possibility of renewal)

Location: Ottawa, ON (with option to work virtually anywhere in Canada)

Immediate Supervisor: Executive Director

Salary Band: \$60,000 - \$65,563.62 (plus benefits)

Application Deadline: Friday, March 25th, 2022 at 11:59 PM (EST)

Applications for this position will be reviewed on an ongoing basis until a successful candidate is selected.

The Canadian Centre for Gender and Sexual Diversity (CCGSD) intersectionally promotes diversity in gender identity, gender expression, and romantic and/or sexual orientation in all its forms on a national level through services in the areas of education, health, and advocacy. Our resources and programming can be used to uplift gender and sexual minorities, as well as give the tools to wider populations in building allyship. For more information, please visit our website at www.ccgdsd-ccdgs.org. The CCGSD strongly believes in equitable practices, and as such, strongly recommends that individuals of gender, ethnic and sexual minorities apply.

CCGSD offers an optional benefits package, but most importantly, we offer the opportunity to be part of a national movement to end discrimination. If you advocate for gender and sexual diversity, anti-violence and anti-discrimination, and share our values of Equity, Access, Rights, and Participation for All – we want you on our team!

SCOPE OF THE POSITION:

The Manager of Communications and Advocacy will work closely with, and report to, the Executive Director. They will lead, coordinate, and provide strategic management on CCGSD's advocacy, campaigns and communications across all of our strategic goals. Leading a small team of communications, fundraising, and public engagement staff, the manager will be responsible, not only for setting strategy and plans but also for undertaking daily communications and advocacy tasks including writing and editing and media outreach. They will manage the corporate and brand communications budget, ensuring effective use of financial and human resources through good planning and monitoring.

As a member of the Management Unit, this position will contribute to CCGSD's impact, influence and effectiveness, provide strategic advice to the Executive Director and the Board, and contribute to the leadership of CCGSD.

MAJOR RESPONSIBILITIES: (This is not an exhaustive list of duties to be performed)

The Manager of Communications and Advocacy will contribute to achieving organizational goals and objectives through the following:

Leadership

- Contributes to the overall direction of CCGSD, effectively integrating the efforts of the Communications and Advocacy Department in support of the mission and strategic goals
- Provides strategic communications advice to the Executive Director and other members of the Management Unit and on emerging social and policy issues
- Working collaboratively with other teams, lead the development of key messages and storytelling approaches to ensure consistency in communications and voice from across the organization
- As part of the Management Unit, contribute to the stability and growth of the organization; develop and implement strategic communications plans that help drive forward CCGSD's overall mission, advocacy priorities to engage Canadians in support of 2SLGBTQ+ rights and social justice and create an enabling environment in support of social change, and theory of change
- Ensures CCGSD's communications work, including media relations, social media, printed and online publications meet established standards and are produced to meet deadlines

Representation and Influencing

- Represents CCGSD, its vision and mission to the Canadian government and parliamentarians, to allies and Canadian partners, to media, to CCGSD supporters, and the public
- Identifies strategic alliances and relationships with social justice and 2SLGBTQ+ rights movements in Canada, and ensures CCGSD has a coherent strategy of engagement with key allies and actors
- Lead CCGSD's national media presence strategy by positioning CCGSD as a thought leader on 2SLGBTQ+ human rights, sexual education, and gender justice.
- Monitors the external environment, government initiatives, legislative activities, party platforms and budget processes
- Supports strategic relations with major donors, foundations and institutional funders, including the Canadian government, in support of growth and development
- Defines high-level stakeholder engagement strategies, including celebrity relations and public relations
- Engages in and supports CCGSD's representation with external stakeholders, including the media, as required

Management

- Ensures the Communications and Advocacy Department is contributing effectively to CCGSD strategic goals and operational priorities.
- Provides direction, mentorship and oversight to staff in the Communications and Advocacy Department. Implement a range of HR processes.
- Increase staff capacity through a supportive and collaborative approach.
- Oversee activities, performance, and development goals; manage accountability and establish priorities for the Communications team and contractors/consultants as needed (including contracted website designer).
- Cultivate a positive work culture based on CCGSD's core values of Equity, Access, Rights, and Participation for All
- Ensures effective coordination and collaboration with other Departments.
- Ensures proper monitoring and reporting of CCGSD communications and advocacy initiatives.

- Ensure the Departmental budget is soundly prepared and effectively stewarded.

Other

- Such other duties as the CCGSD may reasonably assign to you from time to time, acknowledging that the CCGSD is a small business requiring a great deal of flexibility in the assignment of tasks and its expectations of its staff.
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REQUIRED EXPERIENCE, KNOWLEDGE & COMPETENCIES:

- At least three (3) years of experience in the not-for-profit sector, public engagement, public policy, communications and/or marketing
- A degree in the social sciences, university-level academic or professional training in women's and gender studies or a related area (Cases for Equivalency)
- Proven track record as an effective manager/leader/supervisor in an environment emphasizing teamwork and collegiality.
- Excellent representational skills – including communication and advocacy skills – particularly in the areas of 2SLGBTQ+ rights, gender equity, human rights, and related areas. A sound understanding of the issues facing 2SLGBTQ+ youth is strongly desired.
- Demonstrated ability to work with a diverse range of people in an inclusive, engaging manner, and within a wide range of cultural and political settings
- Knowledge of and experience with best practices in marketing and communications, including in brand management, digital communications and public engagement
- Experience in media outreach and engagement
- Bilingualism (FR/EN) is a strong asset.
- Commitment to and knowledge of anti-oppression and 2SLGBTQ+ rights
- Ability to travel nationally.

ABOUT YOU:

You are interested in this role because the power of story-telling to create change for 2SLGBTQ+ youth matters to you. You are excited to develop strong communication and advocacy strategies using your creativity and connections. You understand the strategic importance of CCGSD's relationship with key stakeholders like school communities, donors, decision-makers, and allied organizations within the 2SLGBTQ+ sector and outside of it. As an empathetic leader, you value feminist leadership and fostering a work environment that truly reflects anti-racist and anti-oppressive values. As a strategic communicator, you're excited to build a unique brand and voice for CCGSD that can reach existing and new audiences. You are connected and knowledgeable about the political issues that impact 2SLGBTQ+ youth and have experience strategizing advocacy tactics to inspire change. Above all, you're excited and willing to work through a period of change and internal strengthening.

**** MUST be eligible to work in Canada ****

TO APPLY, please submit a resume and cover letter to recruitment@ccgsd-ccdgs.org, with the subject line: **C&A Manager Application**.

The application deadline is **March 25th, 2022, at 11:59 PM (EST)**

CCGSD promotes feminist and anti-oppression principles. We encourage applications from women and gender diverse people of all races, ethnic origins, religions, abilities and sexual orientations. *If you are invited to continue the selection process, please notify us as soon as possible of any particular adaptive measures you might require.*

For additional career opportunities with CCGSD, please visit <https://ccgsd-ccdgs.org/careers/>

We welcome you to join the movement to end discrimination – sign up for news and updates today: <https://ccgsd-ccdgs.org/newsletter/>