



## **Employment Opportunity**

### **Communications Manager ShareLife and Development Office**

1155 Yonge Street, Toronto, Ontario M4T 1W2

Full time (35 hours per week)

Level 13: \$61,266 – \$91,899

#### **Overview:**

The Development Office and ShareLife of the Archdiocese of Toronto is seeking a full time Communications Manager to be responsible for the planning, implementing, managing and monitoring of communications and marketing activity for the ShareLife and Development Office.

The Communications Manager works closely with departmental and archdiocesan colleagues, ShareLife funded agencies, contracted suppliers, board committees, media and other stakeholders to ensure that all communications and marketing activities reflect best practices in communication, marketing and fundraising. The Manager is responsible for the supervision of the Communications Co-ordinator.

A strategic thinker with applied expertise, the Communications Manager is also the key communications advisor to the Executive Director of ShareLife/Director of Development.

#### **Responsibilities:**

- Prepare the strategic and marketing plan well in advance of each year's ShareLife campaign, based on research, consultation and best practices in communications and marketing
- Develop budgets for the communications and marketing functions of ShareLife
- Responsible for the execution and oversight of the ShareLife communications calendar
- Oversee the preparation of all marketing materials (posters, brochures, newsletters, social media and a wide variety of support materials) for the ShareLife appeal involving Catholic parishes, schools and corporations across the archdiocese
- Oversee the ShareLife website, manage supplier relationships and serve as content manager for the site
- Maintain ongoing relationships, relative to the duties of the role with directly-funded agencies, Catholic Charities and Catholic Charities-funded agencies
- Prepare sensitive communication for senior-level executives, including the Archbishop of Toronto, Executive Director of ShareLife and other key stakeholders
- Oversee all aspects of ShareLife's presence on social media platforms
- Oversee the preparation and execution of direct mail packages distributed to more than 120,000 families across the archdiocese each year (up to four mailings per year)
- Manage media and public relations – writing, distributing news releases and serving as spokesperson where appropriate for ShareLife

- When required, support archdiocesan Director of Public Relations & Communications in crafting key messaging, serving as an archdiocesan spokesperson and managing media and public relations (writing, distributing news releases)
- Support the development of marketing plans for all campaigns and participate in developing ShareLife's overall communications and public relations strategies
- Support the parish campaign through public speaking at parishes, agencies and other events including campaign launches, agency functions and other archdiocesan events, as required
- Craft key messaging and communications support for recognition programs for parish, schools, corporate, employee and legacy donors in consultation with appropriate staff
- Support Development Office (planned giving/estate planning/sacrificial giving) in preparing communications materials and marketing plans
- Other duties, as required

### **General Requirements:**

- University degree
- Minimum of seven years' experience in communications/public relations
- Ability to infuse all communications with a spiritual and biblical perspective in a contemporary and relevant way
- Must be a team-player and a self-starter
- Excellent written and verbal communication skills
- Creative thinker
- Strong skills in online and social media communications
- Knowledge of direct mail and other fundraising techniques, an asset
- Knowledge of the Catholic Church organization, practices and environment
- Availability to work weekends and evenings, as may be required for special events and during peak periods of the ShareLife campaign
- Demonstrated ability to deal with highly sensitive and confidential matters
- Ability to motivate and organize others and to work with clergy at all levels
- Ability to multi-task and balance numerous projects in an ever-changing environment
- Knowledge of photography and videography, a desirable asset
- Must be legally entitled to work in Canada
- A criminal background check will be required of the successful applicant

### **Benefits:**

This role is eligible for:

- 3 weeks of annual vacation upon hire
- Group benefits plan after 3 months (Health, Dental, Life Insurance, Travel Medical Insurance, Long Term Disability, and Employee and Family Assistance Program)
- Defined Benefit pension plan after 3 months with a 1%, 2% or 5% contribution match
- Access to family-friendly policies including Maternity/Parental Leave top-up benefits and paid sick days which can be used for family caregiving due to emergency or sickness

- Reimbursement for professional designation/membership fees and continuing education
- Paid annual retreat days and moving days

Those wishing to be considered should submit their resume and cover letter in MS Word or PDF format noting position number **2024-07** to: **Stephanie Nargoz, Director, Human Resources** via email at **hr@archtoronto.org**. Deadline for receipt of applications is **April 17, 2024**. We thank all applicants, however, only those selected for an interview will be contacted.

*In compliance with the Accessibility for Ontarians with Disabilities Act (AODA), the Archdiocese of Toronto provides reasonable accommodations to individuals with disabilities. If contacted for an interview, applicants should make any accommodation needs known at that time.*