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**Winnipeg Humane Society – Job Posting #2023-10-01**

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<b>Date:</b>	<b>June 9th, 2023</b>
<b>Position Title:</b>	Director, Communications & Marketing
<b>Department:</b>	Communications & Marketing
<b>Reports to:</b>	Chief Engagement Officer
<b>Classification:</b>	Non-Union
<b>Hours:</b>	8:30 – 4:30pm (Mon-Fri) some evenings and weekends
<b>Start Date:</b>	ASAP

**Closing Date for applicants: June 23, 2023**

**Position Summary:**

The Director Communications & Marketing is responsible for leading the Communications & Marketing team and providing strategic guidance and messaging to the C-Suite. The role is responsible for developing, implementing, and evaluating the communications and marketing plan, shelter-wide public relations materials, managing the communications and media buy budgets, managing and negotiating annual third-party contracts, delivering key analytical insights to the organization, giving structure to WHS and departmental communication plans, and aligning the WHS Brand with the various stories and channels used by the organization in support of the WHS's goals and objectives.

Reporting to the Chief Engagement Officer, the Director Communications & Marketing is expected to independently carry out the established responsibilities while also working directly with the Chief Executive Officer to align with the overall Strategic Plan and work collaboratively with all other department heads and staff to drive communication efforts.

**Responsibilities:**

The Director Communications & Marketing's purpose is to combine rigorous analytical insights, creativity, technological and project management savvy, and exceptional story telling skills to bring the WHS brand to life. Developing strong online communities and assisting various departments as they build their own capabilities to tell stories and promote their activities.

**RESPONSIBILITIES SPECIFIC TO THE JOB LEVEL**

**Leadership:**

- Participate in goal setting for the Department and staff, and consistently monitor and report on performance.
- Lead planning to best develop and organize staff to meet priorities and objectives, focusing on ways to best leverage the strength of existing team members.
- Support team members through positive coaching and feedback, building a work environment which reflects the WHS values and culture.
- Ensure a friendly and professional environment to enhance courteous service; ensure clean, attractive, and organized work areas.
- Provide input into recruitment needs. Participate in the recruitment, interview, and selection of new team members.
- Develop a retention strategy and lead retention activities.
- Lead the annual performance review process with direct reports, ensuring consultation with supervisor and others within the WHS with whom the incumbent may work.
- Take responsibility to ensure training plans are developed and play a strong role to support training and staff development. Delegate direct staff supervision to managers where appropriate.
- Consult with the supervisor on performance-related issues to confirm corrective action. Lead corrective action in consultation with supervisor and human resources specialist.

## **Management**

- Support the planning, coordination, and management of Department operations in alignment with the WHS and departmental strategy and priorities, per established policies.
- Coordinate departmental and team meetings in consultation with supervisor and direct reports.
- Provide input into assessing situations to determine the importance, urgency, and risks, and make clear recommendations which are timely and in the best interests of the WHS.
- Provide input into the development of policies and practices. Lead the implementation of and support evaluation of operational processes and procedures, following relevant standards.
- Understand and lead the implementation of best practices.
- Lead and delegate, as appropriate, Management and Director meetings.

## **Financial**

- Monitor, complete and provide regular reports and budget as needed.
- Ensure an appropriate file and records system exists and is maintained.
- Provide draft of proposed annual departmental budget to Finance for approval.
- Directly manage and maintain direct responsibility over the budget within own area of control.
- Provide input on asset management including maintenance of inventory, storage, handling, and documentation of all supplies as well as proper functioning and lifecycle management of all equipment within the department.

## **Business Development**

- Support research and business development by providing input and directly supporting emerging or existing initiatives.
- As delegated, assume responsibility over and directly manage business development activities or initiatives per established plan.
- Monitor and report on outcomes of business development activities.
- Make recommendations related to additional opportunities for business development.

## **RESPONSIBILITIES SPECIFIC TO THE ROLE**

### **Authority:**

Authority to perform all assigned duties and responsibilities within established policies and procedures.

### **Communications & Marketing:**

- In collaboration with the CEO and all departments, lead the development and implementation of the communications strategy to grow awareness of the WHS vision, mission, activities and needs.
- Contribute to planning of and arrangements for WHS Communications & Public Awareness information including issues management, media coordination, and distribution of press materials, as required.
- Represent the WHS at internal and external events as required.
- Recognize news stories and act swiftly by communicating with the Chief Executive Officer and C-Suite to determine feasibility of media coverage and actions.
- Write and distribute media releases as required.
- Bring WHS stories to life and use them to increase and maintain high levels of awareness about the WHS, including who we are, what we do and why.
- Maintain the desired style, voice, and brand in all internal and external WHS communications.
- Liaise with external stakeholders on effective brand standards and decision making for all projects and campaigns.
- Lead the establishment of standards for communication across the WHS.
- Mentor, advise, and support departments with production of their own materials.
- Align all WHS activity to the design standards.
- Collaborate to develop campaigns and strategies to promote WHS programs and services.
- Other management duties that arise in the course of leading, organizing, controlling the operations of the Department, or assigned by the 'C-Suite'.

### **Accountability:**

- Part of the Senior Management Team, the role is directly responsible for the integration of strategy and direction of the Department's operations and supervision of the team.

- The incumbent establishes methods and procedures for attaining specific goals and objectives and receives guidance on broad goals and objectives.
- Maintain confidentiality on all matters pertaining to the Winnipeg Humane Society

**Participates in creating a thriving Culture of Philanthropy at Winnipeg Humane Society by:**

- Being knowledgeable and supportive of WHS programs.
- Sharing their passion for service to animals, people, and our community with our guests.
- Serving as an inspiration to all guests by providing an exemplary level of animal care and guest service.
- Being able to communicate a compelling case for support that demonstrates the impact of philanthropy on Winnipeg Humane Society.

**Qualifications & Experience:**

The following are mandatory qualifications for this role:

Specific to the job level

- Post secondary education in a relevant discipline; Rhetoric and Communications, Creative Communications, Public Relations diploma.
- Proven track record managing staff and performance management.
- Experience in planning, leading, and managing development projects, including coordinating with peers to achieve desired outcomes, and tracking and reporting on progress to senior Executives/Board of Directors.
- Access to a vehicle and valid Manitoba driver's license.

Specific to the role

- Minimum 5 years' experience in communications and marketing related field.
- Experience managing and analysing dashboards (Google Analytics, Facebook Insights, Hootsuite reports, etc.).
- Experience writing, proofreading, and/or editing; academic writing and Canadian Press Style is an asset.
- Proven experience managing communication, marketing, and public relations projects.
- Direct experience in a multi-faceted communication related work environment.

The following qualifications are desired and would be considered assets:

- Degree in animal welfare or related field.
- Experience working in a non-profit environment.

**Knowledge & Skills:**

The following are mandatory knowledge and skills for this role:

Specific to the job level

- Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques.
- Skilled at establishing and cultivating strong relationships across different levels of the organization and externally.
- Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolutions.
- Performance management and mentorship.
- Ability to understand, create and work within a budget.
- Ability to motivate staff.
- Proficiency with Microsoft Office 365 Suite (Outlook, Word, Power Point and Excel).

Specific to the role

- Knowledge in new technologies, emerging platforms, pop culture, and trends.
- Advanced computer skills and comfortable learning about emerging technologies and apps.
- Thorough knowledge of InDesign, Adobe professional suite.
- Strong presentation skills and able to speak publicly on behalf of the WHS – aligned with key messaging; crisis communication experience preferred.
- Knowledge about new technologies, emerging platforms, pop culture, and trends.

The following knowledge and skills are desired and would be considered assets:

- Knowledge of domestic animals, their care and animal welfare issues.
- Bilingual (English/French).

**Personal Attributes:**

- Strong sense of commitment and personal dedication.
- Demonstrated growth mindset and ability to problem solve independently, bring solutions forward.
- Commitment to organizational and team member development.
- Solutions oriented, and results driven.
- Creative but also analytical.
- Ability to independently manage multiple tasks in a fast-paced environment.
- Strong aptitude to establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.

**Exemplifies Winnipeg Humane Society's Core Values:**

- We are and always will be humane.

- We sincerely respect each other.
- We communicate proactively, and we listen.
- We are humble, and we are always willing to accept better and new ideas.
- We are committed to transparency and accountability.

**Please quote the Job Posting Number in your email or cover letter subject line along with your salary expectation.**

Forward your resume and cover letter to:

**Cat Ross**, Chief Engagement Officer

[catr@winnipeghumanesociety.ca](mailto:catr@winnipeghumanesociety.ca)

We are committed to ensuring employment opportunities are accessible for all applicants. If you require accommodation supports during the recruitment process, please contact [catr@winnipeghumanesociety.ca](mailto:catr@winnipeghumanesociety.ca). Application materials, including letters of reference, will be handled in accordance with the Freedom of Information and Protection of Privacy Act (Manitoba).

**NO PHONE CALLS PLEASE**

We thank all applicants for your interest, but only those being considered for the position will be contacted. The WHS values diversity and equality in its team. All qualified applicants will receive consideration for employment without regard to race, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.