



Manager, Communications & Education

[Full-time Permanent]

About Us

The Edmonton Humane Society (EHS) has been an animal welfare leader in the Edmonton community since 1907. We strive to be a model of excellence in the advancement of animal welfare and to lead the movement in creating a more humane world. EHS is a safe haven for thousands of homeless animals each year, providing veterinary treatment, behavioral rehabilitation, care, enrichment and rehoming. Beyond animal sheltering, we engage with the community through various programs and services to support happy, lifelong bonds between people and pets.

The Role

The Manager, Communications and Education raises the profile of the EHS through public and media relations, creating positive engagement with the community, internal staff, and stakeholders. This role will manage and oversee EHS's Marketing and Communications and Humane Education teams to ensure efficient effective program delivery for the organization. This role works closely with various stakeholders, internal departments, and staff to create communications and education strategies to help the EHS reach its organizational goals.

Key Roles & Responsibilities

Communications/Media Relations

- Lead internal and external communication strategies and plans to support EHS' goals and raise and manage the organization's profile, including executive communications and advocacy strategies, including advice to the CEO and Senior Leadership Team
- Work collaboratively with stakeholders to build alignment across internal communications functions to deliver integrated and consistent communications across the organization
- Monitor current events and proactively seek and create media engagement and other publication opportunities that will raise EHS' profile
- Act as the primary contact for media and a lead communication contact for our relationships with partner organizations
- Research, write, edit and produce communications and training tools to support key projects and initiatives, including the annual report and fundraising initiatives.

Marketing

- Develop and execute communications and marketing plans for events and organizational initiatives and write, edit, and produce a variety of internal and external marketing tools
- Manage the marketing and advertising campaigns for various events and participate in the development and management of the EHS website including ensuring content is up to date and appropriate, and providing advice on maximizing its potential
- Proactively seek shelter stories in line with the organization's storytelling strategy by collaborating with internal client groups and writing their stories for various communication vehicles and channels throughout the year

Social Media Management

13620 163 St NW Edmonton, AB T5V 0B2 Tel: 780-471-1774 Fax: 780-479-8946 edmontonhumanesociety.com

- Develop and implement social media strategy to raise EHS' profile and market programs and services while strengthening its reputation and image
- Maintain a brand persona and voice for the organization on all social media platforms
- Manage and oversee content creation, content calendar, and schedule/publish content in accordance with social media best practices and organization's social media strategy
- Conduct social listening on an ongoing basis to detect and manage potential issues and crises as well as identify opportunities

Humane Education

- Oversee & evaluate the delivery of educational and public programs in accordance with the organization's strategic plan and curriculum programs
- Oversee and approve education materials and presentations
- Liaise with colleagues at other organizations, and with community, learning, curriculum, and other stakeholders, to develop partnered programs and cross-promotional opportunities
- Align department initiatives with current humane education best practices, goals and philosophies

Brand & Reputation Management

- Lead and develop branding strategy and plans to support EHS' goals in order to raise and manage the organization's profile. Ensure adherence to brand guidelines, and consistency in tone and key messaging
- Lead the organization's response in the event of a crisis or high-risk scenario, establishing links between media, EHS senior leadership and incident command. Act as spokesperson as required.
- Consult with the senior leaders to stay abreast of current plans and emerging issues to prepare for proactive and reactive support as needed.
- Promote animal welfare best practices by ensuring messaging and imagery is in line with organization position statements, values, and science-based recommendations

Leadership, Strategic Input and Administration

- Develop department plans for operational activities in line with organizational strategic plan
- Oversee human resources processes including performance management, onboarding, training, progressive discipline, time and attendance, staff professional development & coaching
- Plan and administer annual departmental budgets and review performance regularly, following financial policies on procurement and expense reports. Demonstrate strong leadership and assume responsibility as an agent of change through developing and driving organizational effectiveness, best practices, innovations, and changing trends



Education & Requirements

- A degree or diploma in marketing, communications, public relations, or related field
- Minimum of five (5) years relevant experience in marketing, communications, or related field, with a minimum of two (2) of those years in a supervisory position
- Experience within a public sector or non-profit fundraising environment is preferred

Skills & Abilities

The Manager, Communications and Education is an integral member of the Edmonton Humane Society. As the ideal candidate, you have exceptional customer service skills and actively coordinate and manage a complex calendar of deliverables and provide high quality communications using various mediums and formats on a reliable basis.

You consistently exercise tact, good judgment, confidentiality, and discretion while upholding high standards of performance and accountability in a multi-tasking environment. In addition, you have strong planning, decision-making, organizational and problem solving skills as well as the ability to work independently and as part of a team.

Compensation & Hours

- **Compensation:** EHS offers a competitive not-for-profit compensation package which includes a comprehensive benefits package, and a strong work-life balance.
- **Hours:** 40 hours a week; however, is expected to work hours as required to fulfill department responsibilities. Some evenings and weekends may be required.

How to Apply

If you are looking for a rewarding career in an exciting fast paced environment, we invite you to forward your resume and salary expectations, in confidence, by email to hr@edmontonhumanesociety.com

The Edmonton Humane Society is an equal opportunity employer and we thank all applicants for submitting their resume. However, only those candidates considered for employment will be contacted.