Communications Manager

Are you passionate about using your skills to achieve shared goals? Do you have a keen ability to incorporate knowledge from a variety of perspectives and communicate key messages and insights that anyone can understand? Do you thrive in a dynamic, small team environment where collaboration is the norm? If this sounds like you, consider applying for the role of Communications Manager at Canadian Water Network.

Our ideal candidate is comfortable leading projects, as well as supporting them; brings exceptional writing, editing and design skills; has broad experience writing for informed audiences in various formats (e.g., briefs, reports, web copy, social media); develops and implements integrated multi-channel communications plans; can juggle multiple projects and priorities while overseeing others’ work; is comfortable working independently; can adapt quickly as new priorities emerge; is highly professional.

This position enables the development and delivery of engaging and informative content that is the cornerstone of CWN’s role as a trusted source of knowledge and actionable insights for decision-makers in the water sector and water community, and beyond. Responsibilities include:

- Providing communications support for the Canadian Water Network (CWN) team and enabling team members to deliver programs and projects that are aligned with CWN’s corporate strategy, values and brand.

- Collaborating as a member of multiple cross-functional teams (potentially involving senior management, project managers and technical staff, technology and events leads, vendors and external project partners) to deliver initiatives to national audiences, sector/issue-specific groups and single clients (internal and external).

- Developing and delivering integrated communications campaigns for national, sector/issue-specific and single client initiatives involving CWN’s websites (public and private), email campaigns, social media and media outreach.

- Leading and/or supporting the development of communications products that curate knowledge and deliver actionable insights for national, sector/issue-specific and single client audiences. These products may include website and social media copy, briefs, backgrounders, reports (technical or plain language), project and event descriptions, and more.

- Collaborating with team members and external vendors to develop designs and user experiences that reflect CWN’s values and strategy, while also meeting specific program/project goals.
• Implementing tools, resources and training to build other CWN team members’ capacity to develop reports, briefs, backgrounders, slide decks and other communications assets and effectively support the implementation of communications plans.

• Identifying and leading internal communications projects, as well as contributing to internal projects led by others, that enhance the team’s ability to deliver on corporate, program and project-level objectives.

• Supervising communications team members, interns and co-op students as required, including developing and implementing professional development plans and conducting annual or term reviews.

• Developing and managing contracts with external vendors as required.

• Managing the development, tracking, reporting and incorporation of communications-related performance metrics and analytics into CWN’s evaluation processes.

• Managing CWN’s relationship with the media, including inquiries and outreach.

• Strategically monitoring and sharing current issues and opportunities with CWN team members, project partners, network participants and social media audiences that align with corporate strategy and program/project priorities.

Additional requirements

• Undergraduate degree in communications or another relevant discipline.

• 5 years experience managing integrated multi-channel communications projects.

• Experience or exposure to environmental, social or economic issues in Canada, whether through education or work experience.

• Must be able to internalize corporate strategy, objectives and branding, and reflect this through integrated communications plans and content that engage target audiences.

• Must possess excellent judgement and tact, with demonstrated ability to proactively identify and manage communications-related risks.

• Ability to communicate, work and build rapport with professionals in academia, industry, media, government and non-governmental organizations.

• Exceptional attention to detail and a strong visual eye.

• Experience with social media and email campaign platforms, website and web analytics platforms.

• Experience with design software (e.g., Photoshop, InDesign, PowerPoint) and virtual event platforms is an asset.
• Fluency in French is highly desirable; facility with communication in other languages and cultural settings is considered an asset.

CWN is committed to equity, diversity and inclusion in our recruitment and selection process. Please submit a cover letter and resume to careers@cwn-rce.ca, withholding your name and other identifying information (address, personal social media accounts, etc.) from the attachments. Your name and contact information may be provided in the body of the email. Include in your cover letter a description of why you want to join the CWN team and why we are a good fit for you. Applications will be accepted until at least September 27, 2021 at 9:00 AM EDT, or thereafter until the position is filled.

This full-time permanent opportunity is open to candidates who are located and eligible to work in Canada. CWN is a national organization headquartered in Waterloo, Ontario (Eastern Time Zone). Our work is highly collaborative, and as such candidates must be comfortable working virtually across Canada’s time zones. Due to COVID-19 all CWN employees are currently working remotely, and we anticipate that our post-pandemic future will be a hybrid in-person/virtual office model. Depending on physical location, the Communications Manager might continue working remotely or participate in a hybrid model. In addition to a flexible work environment, we offer a competitive employee benefits package.

Thank you to all who apply. Only applicants selected for interviews will be contacted.

About Canadian Water Network

Canadian Water Network (CWN) is an independent, non-profit organization. We help communities get to the future they want by accelerating, advancing and improving water management. CWN is motivated by the need for aligned and meaningful connections across the water sector and beyond—particularly other sectors with related and adjacent interests—to achieve progress on complex environmental, social and economic challenges.

Our Values

Trust
Providing credible knowledge and actionable insights by seeking and incorporating relevant viewpoints in a way that is transparent and best achieves shared goals.

Agility
Ready to adapt and adjust as needs and priorities change.

Empowerment
Helping colleagues and network participants do impactful work and make informed decisions.
Connection
Creating a safe and equitable space for people with different perspectives and diverse backgrounds to engage, learn from one another and achieve shared goals.

Intentional leadership
Convening the efforts of emerging and seasoned leaders on key issues where aligned and meaningful connection can lead to success.