**Public Relations & Communications Manager**

**Full Time Position**

**Location: Working remotely with some in-person meetings at the office**

The Canadian Bible Society (CBS) is looking for a dedicated Public Relations & Communications Manager who is responsible for the implementation of the communications and public relations portfolio under the leadership of the Director Development Marketing and Communications. This includes overseeing the brand management, content creation and storytelling, social media content and media relations, public awareness and advertising, constituent event oversight, and thought leader and influencer development.

**Key Responsibilities:**

**Strategy and Planning**

* Responsible for overseeing and the execution of a communications and public relations plan that supports the achievement of the goals and financial objectives of the organization.
* Works with the Director to establish short and long-term plans for the communications and public relations program and its activities and monitor progress.
* Ensure that evaluation systems are in place related to these goals and objectives.
* Stay informed of developments in the fields of communications, and public relations as it relates to the non-profit sector and UBS (United Bible Society) and use this information to help the Organization operate using best practices.

**Brand Management**

* Working with Director of DMC to oversee brand design, editorial style and look and feel of materials and ensure that brand guidelines are adhered to across organization and Regions.
* Work with Marketing, Scripture Resources, Fundraising and all Regional offices and stores to ensure that branding is unified, and that tools and resources are available for amplifying the organizational brand and messaging.

**Content Development, Storytelling, Information Gathering**

* Production of Annual Impact Report, Case for Support, corporate brochures, fundraising materials, regional reports
* Gathering, writing, editing of stories of impact in our project work national and international
* Content development in various formats including pictures, videos and audio reports
* Gathering and oversight of content library for information of impact across regions in Canada, national programs, and international communications
* Write, or assist in editing of general digital newsletter and video to support donor journey and stewardship of constituents
* Working with Director, support creative direction of CBS newsletters including Inside CBS, and other communication strategies still to be developed.
* Write or assist in the editing of content for newsletters, print and digital, messages from Executive Director or senior leadership, and external communication as required
* Ensure Daily Bible Reading and other regular resources are designed, compiled and delivered within constituent and donor stewardship funnel and calendar.

**Social Media and Digital Web and Multi-Media Content Development**

* In support of the social media digital calendar and in collaboration with the Digital team, provide content for delivery including story gathering and telling extending across video, photography, print etc
* Writing/content creation for digital assets including website, and social media outlets
* Ensure that web content is up to date, current and relevant to campaigns and ongoing goals and messaging of organization
* Working with Director of DMC and other stakeholders, oversee the creative direction and production of Podcasts, Video content and video production including working with CBS ambassadors and spokes people, special campaigns (i.e. Advent and Lent series) and public relations content.

**Brand Management**

* Working with Director of DMC to oversee brand design, editorial style and look and feel of materials and ensure that brand guidelines are adhered to across organization and Regions.
* Work with Marketing, Scripture Resources, Fundraising and all Regional offices and stores to ensure that branding is unified and that tools and resources are available for amplifying the organizational brand and messaging.

**Regional Communications**

* Collaborate with regions and districts to produce consistent communication experience across all platforms
* Provide support to regional leads on public relations initiatives ensuring co-ordinated efforts and consistency in messaging as well as alignment with public relations goals
* Working with National Programs, provide content for Church Rep’s and volunteer communications i.e. digital newsletters etc

**Media Relations and Advertising**

* Develop Press and Media Releases, Op Eds, Editorials, Blogs and Video Blogs Creation
* Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests
* Prepare Senior Leadership for media interviews
* In collaboration with marketing develop, and monitor organizational ads in all media channels (print, radio,TV, digital etc) and provide analytical monitoring for best use of budget for best outcomes
* Oversee the event sponsorship strategy and support the sponsored event relationship with branding, resources and ensure outcomes are achieved

**Thought Leadership and Influencer Development**

* In collaboration with the DMC team identify and develop relationships with key Christian influencers and together build social media and marketing campaigns to further the public relations and fundraising agenda of the CBS
* Identify spokespeople for the purpose of cultivating relationships to engage the public with the organization
* Organize conferences, speaking engagements for Senior Leadership

**Event Execution**

* Execute major gift, cultivation, and public relations events i.e. Executive Directors Briefings with major donor and partners and other events as designated
* Create branding and communication support materials for events and campaigns (i.e. displays, banners, ads, postcards, videos etc)

**Leadership**

* Provide ongoing leadership to direct reports
* Provide ongoing training and guidance to volunteers and new staff members that may be assisting with projects and campaigns
* Provide organizational communication of campaign launches, projects and relevant information

**Proposal and Stewardship**

* Research and write funding proposals for foundations and prepare stewardship reports for proposals and/or major gift supporters

**Requirements:**

* 5 - 7 years of experience in communications and public relations
* Experience leading and managing successful campaigns
* Marketing Degree or equivalent
* Experience working with non-profit sector desired
* Substantial social and/or digital marketing experience
* Experience overseeing the design and production of print materials and publications, video production and multimedia content production
* Demonstrated skills, knowledge, and experience in the design and execution of marketing, communications, public relations activities, and corporate communications
* Demonstrated successful experience in journalistic writing including press releases, making presentations and negotiating with media and influencer relationships
* Diplomatic bridge-builder that drives toward solutions – ability to identify priorities and align cross-functional teams around shared goals
* Writing background: journalism, media, public relations
* Strong creative, strategic, analytical, organizational, and personal sales skills
* Strategic, action-oriented, self-starter with strong initiative
* Commitment to working with shared leadership and in cross-functional teams
* Strong written communications skills
* Ability to manage multiple projects at a time
* Bilingualism is an asset
* Project Management skills necessary
* Ability to manage contractors, staff and multiple projects and deadlines with ease.

**What does the Canadian Bible Society Do?**

We are an interdenominational organization partnering with individuals, churches, and religious organizations who similarly believe that God’s Word changes hearts and lives. Whether in support of Canada’s latest incoming refugees or those affected by human trafficking in partnering countries, we continue to proudly contribute to the spiritual development of the people we reach, both in Canada and overseas. As we celebrate 110 years of ministry in Canada and abroad, the Canadian Bible Society (CBS), is uniquely poised to fulfill its mission to translate, publish, distribute, and encourage engagement with the Christian Scriptures.

**To Apply:**

Please forward your **CV along with a cover letter** detailing your interest in this position and the Canadian Bible Society to [humanresources@biblesoceity.ca](mailto:humanresources@biblesoceity.ca) by September 4th 2021.

*Qualified candidates must be able to demonstrate a commitment to the core values and mission of the CBS. All offers of employment will be conditional upon the successful completion of reference checks, credit check and Police background check.*