



**FIGHTING  
BLINDNESS  
CANADA** | **VAINCRE  
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CANADA**

## MANAGER, COMMUNICATIONS

**Duration:** 9 month maternity leave contract

**Reports to:** Director, Research and Mission Programs

**Location:** Virtual with some in-office (890 Yonge Street, 12<sup>th</sup> Floor)

**Salary:** 55-65k annual salary (prorated)

**Deadline to Apply: Sunday August 8, 2021**

Fighting Blindness Canada (FBC) is Canada's leading funder of vision research. FBC offers hope to Canadians by identifying the best, most promising research that is driving treatments and cures for blinding eye diseases, and by raising and stewarding funds to support this essential, sight-saving research. Learn more at [fightingblindness.ca](http://fightingblindness.ca)

### THE ROLE

FBC is seeking a Communications Manager (9 month maternity leave contract) with experience handling both internal and external communications. The ideal candidate will be eager to manage and develop content that helps build brand recognition. This position plays an integral role in building buzz about FBC's mission programs and fundraising activities with our stakeholders and community; people living with blinding eye diseases and their families, donors, media, and medical professionals and researchers.

Top candidates...

- Have successfully worked in the charitable sector and have implemented public service campaigns and integrated communications strategies for reaching diverse audiences.
- Would be described as a proactive self-starter and a go-getting.
- Would consider themselves extremely motivated and driven in finding ways to make meaningful connections and build awareness of our cause.
- Are organized, detail-oriented, and a proficient copy-editor; knowing how to effectively use diverse communications channels to deliver messages in impactful ways.
- Are known for their work ethic and care about personal wellbeing and the wellbeing of team members.
- Pride themselves in relationship building (and maintaining) and aren't afraid of a challenge.

### KEY AREAS OF RESPONSIBILITY



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- **Brand Management** – Collaborate across all FBC departments, including Research & Mission Programs, Fundraising Events, Operations, and Philanthropy, to ensure consistent messaging and brand integrity; Manage: Key Message Handbook; Visual Branding Guidelines; Social Media Guidelines; Accessibility Best Practices; Mailchimp templates; Physical collateral
- **Communications Strategy** – Oversee organization-wide communications plan to help achieve FBC’s 2019-2023 Strategic Plan; Create communication materials and marketing strategies for existing and new mission programs and fundraising activities, launches, events, and promotions
- **Manage FBC’s Digital Communications Associate** – Oversee the management of FBC’s Digital Communications Associate, who develops FBC’s social media, website, and email marketing.
- **Content Creation** – Create and/or edit public-facing content including, but not limited to; printed quarterly newsletters, monthly e-newsletters, event and program e-blasts, research news articles, web landing pages, and more
- **Manage Media Relations** – Develop and implement earned media plans and relations; Create informative and interesting press releases, newsletters, and related materials

## QUALIFICATIONS

- University or college education in relevant field of work
- Minimum 5 years communications work experience, preferably in charitable sector.
- Demonstrated experience planning and launching marketing communications plans with proficiency in web and social content management
- Superior writing and editing skills, including experience with medical terminology
- Extremely effective interpersonal skills capable of exercising independent judgment, initiative and flexibility
- Demonstrated ability to think strategically; works proactively and manages competing priorities in a complex environment
- Excellent organization, planning, and time and project management skills with exacting attention to detail
- Superb critical and analytical thinking, decision-making and problem-solving skills
- Strong computer skills in using Microsoft Office Suite, MailChimp, WordPress, Canva, and demonstrated knowledge of Raiser’s Edge is an asset
- Knowledge and experience creating accessible documents and online content



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- Fluency in English and knowledge of French is an asset

If you are looking to work with a great team for an important cause, please send your resume and cover letter explaining your candidacy for this role to [jobs@fightingblindness.ca](mailto:jobs@fightingblindness.ca) by **Sunday August 8, 2021.**

Fighting Blindness Canada is an equal opportunity employer and supports applicants with disabilities. Accommodations are available upon request throughout the recruitment process. Please email your request for accommodation with your application.