



Canadian Parents for French (Ontario) is looking for a  
**Communications Manager**

- Contract:** One-year employment contract  
(with the potential for renewal for another two years)
- Type:** Full-time (37.5 hours per week)
- Salary:** \$50,000 - \$60,000
- Location:** Hybrid position: Mississauga office with a work-from-home option
- Deadline:** Submit your resume and cover letter by 5:00 p.m. on October 14, 2022  
to [info@on.cpf.ca](mailto:info@on.cpf.ca)
- Start Date:** Immediately

#### DESCRIPTION

Canadian Parents for French (Ontario) is seeking a Communications Manager to assist the organization in reaching its communications goals and objectives on short-term campaigns and to elevate our brand profile through storytelling and engaging our audiences. The Communications Manager reports directly to the Executive Director and supports the projects and outreach manager.

#### DUTIES & RESPONSIBILITIES

**Communications Plan:** Implement the organization's communications plan in collaboration with the leadership team; maintain the integrity of the CPF brand.

- **Digital engagement:** Create content and manage a social media and website presence to promote the organization, its programs and events, and facilitate online registration.
- **Writing & Editing:** Write with a focus on storytelling. Prepare copy that will enthuse and encourage participation in specific initiatives. Prepare and/or edit:
  - campaigns
  - communiques (newsletters)
  - public announcements
  - media releases
  - interim and annual reports
- **Media Relations:** Identify and cultivate relationships with media reporters. Respond to media inquiries as required.
- **Analytics:** Gather and assess social media and communications analytics.
- **Reporting:** Prepare an interim and final report on the promotional campaigns based on established deliverables and measures of success.

## **EDUCATION / PREVIOUS WORK EXPERIENCE**

- Two years (minimum) experience as a communications professional
- A post-secondary college or university degree in journalism, communications, public relations, or relevant discipline
- Graphic design is an asset
- Bilingualism is an asset (French, English)

## **ABILITIES / SKILLS**

You are:

- a good writer
- a problem-solver who offers creative solutions
- an investigator with the ability to craft a short story
- passionate about the French Immersion experience or opportunities to learn French

You have:

- strong social media skills
- the ability to multi-task and work toward deadlines
- the ability to work independently and as part of a team
- strong computer literacy skills, particularly with WordPress, Campaign Monitor, Jotform, Photoshop, Adobe Creative Suite, Microsoft Office Suite, Outlook
- familiarity with most virtual communication platforms

## **BENEFITS / WORK ENVIRONMENT**

- This is an in-office position with much flexibility regarding work-from-home options for the right candidate
- We offer a welcoming, team-based office culture in a location that is accessible by transit
- This is a short-term employment contract (one year) with a high potential for renewal for two more years

*CPF Ontario is committed to equity, diversity, inclusion, and to building an organization that reflects the communities we serve. We encourage applications from members of Black, Indigenous, and racialized communities; Two-Spirit, non-binary, trans, lesbian, gay, bisexual, and queer people; disabled people; and members of other equity-seeking groups.*