

Job Description
Communications Lead
Updated Apr 2021

Background:

Reep Green Solutions is an environmental charity that helps people live sustainably. Created in 1999 by the University of Waterloo and the Elora Environment Centre, Reep Green Solutions exists to empower the community with the practical tools, knowledge and capacity for action to make sustainable living the norm.

Objective of Position:

As part of our Mission to make sustainable living the norm in our community, we want to engage people in our work through every means possible. The Communications Lead is the leader responsible for Reep's core communications, and the key support for the marketing and outreach for our programs, in partnership with program managers.

Position Summary:

The Communications Lead will be responsible for Reep's communications strategy and for maintaining and increasing the positive profile of Reep in the community. Working with volunteers and students, the manager will have primary responsibility for digital media, annual event and annual report, charitable giving campaigns, and outreach communications, working with program managers.

Reporting to: Executive Director

General Duties:

Core Communications

- Engage and support the team in a single voice to represent Reep and its programs to the community:
 - Internal materials to keep Vision, Mission and Values alive within the team, and calendar, themes, standard messaging etc to keep us all on message;
- Create and implement yearly Communications Strategy with input from staff team to engage staff, volunteers and board in being great ambassadors for Reep's work, including;
 - Media engagement, digital media strategy, blogs, e-newsletter, website;
 - Design, writing, and printing of Reep's annual Report to the Community, in collaboration with program leads for content creation;

Program-specific Marketing and Outreach

Act as the Marketing and Outreach lead for our programs and initiatives, working with program managers to increase participation, engage community members, and reach targets. In short, work together to mobilize the community. Includes:

- Acting as the connector to ensure that programs and services support each other in their marketing and communications;
- Supporting ClimateActionWR outreach efforts via social media and by acting as a sounding board as needed;

Charitable Giving

Lead strategy and implementation of giving campaigns to build revenue and capacity for the organization's programs and services to achieve greater community impact:

- Lead Reep's participation in donor communications including:
 - Donor stewardship and cultivation
 - Giving campaigns such as: Giving Tuesday and End of year giving
 - Fundraising events/outreach
- Work with Bookkeeper and Office Coordinator to document donations and ensure a grateful response from the organization;
- Report to the team and the community on the results of our fundraising efforts.
- Assist with donor management, as needed.

Community Engagement

Work with the Executive Director and the Associate Director to engage stakeholders in Reep's work.

- Support positive relationships with partner organizations, such as municipalities, utilities, funders, sponsors and non-profits;
 - Will include working with other organizations to help plan or promote joint initiatives;
- Responsible for building positive and productive relationships with local and regional media outlets, including print media, radio and television.

Volunteer and Student Engagement

- Lead existing and recruit new volunteers or students hired to support this staff position;
- Nurture and support the goals of volunteers and students as integral members of the Reep team;

Event Planning and Support

Responsible for the planning and execution of:

- Reep's annual signature event; Liaise with managers to plan an event to engage the community in celebrating sustainable living;
- Support program-related workshops and events, working with internal staff leads and external partners to ensure outreach communications lead to event attendance goals

Reep Leadership

- Act as communications mentor to staff and volunteers;
- In particular, support and encourage our efforts at telling our stories, to each other and to the community;
- Join Reep's managers in regular meetings to work well together and lead the organization;

In addition to these responsibilities, other tasks may be added as required by the organization.

Qualifications and Skills Required:

- A university degree in the Arts, especially English, Journalism, Communications, Marketing;
- Superb writing and editing skills;
- Two or more years' experience in a communications role, including webpage development;
- Experience with managing charitable giving campaigns, donor management and donor communications;

- Strong capacity to build and execute on a shared communications plan that engages the team;
- Experience with graphic design, WordPress, AODA compliant documents, Mailchimp, Eventbrite, Canva, SuvrveyMonkey, Hootsuite, WordPress, Facebook, Twitter, LinkedIn, YouTube & Instagram would be a strong asset, with ability for self-directed learning on platforms you are not familiar with;
- Ability to work independently, manage time, priorities and commitments with integrity.