

**Job Description**  
**Communications Manager**  
Updated December 1, 2022

**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 Manager is the leader responsible for Reep's core communications, the coordinator for marketing of our programs and the lead on program communications, in partnership with program managers.

**Position Summary:**

The Interim Communications Manager will be responsible for Reep's communications and marketing strategies 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 program 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.
  
- Implement communications with input from staff team to engage staff, volunteers and board in being great ambassadors for Reep's work, including;
  - Media engagement and news releases;
  - Execute digital media strategy through blogs, monthly e-newsletter, website updates;

**Program Marketing**

Act as the marketing lead for our programs and initiatives, working with program managers to increase participation, 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;
- Supporting all program areas in outreach efforts via social media through reviewing and scheduling posts and acting as a sounding board as needed;

**Zero Waste Challenge**

Manage the annual Zero Waste Challenge program, including continuing to grow the program's reach and effectiveness. Includes:

- Recruit high-profile participants like mayors, councilors and other public figures to participate each year.
- Facilitate engagement of the community in zero waste living.

### **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 donor communications including:
  - Donor stewardship and cultivation
  - Giving campaigns such as: Giving Tuesday and End-of-year giving
  - Fundraising events/outreach
- Work with the Executive Director 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.

### **Reep Leadership**

- Act as communications and marketing 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;

### **Key Deliverables During This Time**

- Impact Report
  - Create web and PDF versions of Reep's annual Impact Report, drawing on examples from previous years.
  - Plan and execute a launch strategy including presentations to municipal councils, email distribution, donor distribution, and volunteer/board/staff engagement.
- Zero Waste Challenge
  - Plan and facilitate the annual Zero Waste Challenge in collaboration with the Communications Assistant.
  - Engage community members in low-waste living by inviting them directly to the challenge.
  - Re-engage past participants and continue to develop connections with Waterloo Region Waste Management and community groups.
- Giving Season
  - Develop social media and email donor campaigns to unroll in the Giving Season – November to December.
  - Create a plan and campaign for Giving Tuesday.

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 is an asset;
- 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, SurveyMonkey, Sendible, 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.