



## **Job Title: Communications Strategist**

### **The Role**

The Communication Strategist, a senior level role reporting to the Chief Operating Officer (COO), is responsible for developing a wide array of communication and public relations materials as well as delivering key analytical insights to the organization, giving structure to departmental communication plans and aligning the WHS Brand with the various stories and channels used by the organization.

The incumbent will be able to effectively assist on multiple projects online (social media and web), in print and in non-traditional communication vehicles to give WHS stories an extra dimension. The position is responsible for not only translating marketing and communication objectives into campaign strategies but will also be tasked with proficiently managing campaigns throughout all phases of the project — from analytics and demographic analysis to social media understanding to idea development and execution.

Ultimately, this role drives innovation and provides guidance to content planning and creative across the organization.

### **Position Purpose**

Over the past decade, the WHS has experienced a significant transformation from a small animal shelter to a complex organization including innovative animal health programs, becoming a contractor to the Provincial and Municipal governments, as well as focusing on educating the public on animal welfare issues.

In parallel, social media, mobile devices and websites have become the primary source of interaction with our stakeholders as well as primary vehicles for advertising, promotions and development of a support network and community.

The communication strategist will combine rigorous analytical insights, creativity, technological and project management savvy and exceptional story telling skills to bring the WHS brand to life, developing strong online communities and assisting various departments as they build their own capabilities to tell stories and promote their activities.

### **Key Responsibilities**

The position has 3 key priorities:

**Priority #1: Internal and External Community Stakeholder Management / Media Relations**  
Social Media

- Day to day maintenance of the WHS website and social media pages
- Manage all WHS social media platforms
- Create information for the website: billboards, news stories, Blogs as required.
- Assessing and ensuring information applicable to the website may be appropriate to post on The WHS social media platforms (adjust tone, delivery, etc. to suit a specific platform)
- Produce and post videos, podcasts, etc. and ensure WHS Youtube.com and itunes.com accounts are current and organized

### Events

- To contribute to planning of and arrangements for WHS Communications & Public Awareness events, regarding production of materials, media coordination, and distribution of press materials, as required.
- To represent The WHS at internal and external events as required

### Media

- Ability to recognize news stories and act swiftly by communicating with the COO to determine feasibility of media coverage and actions.
- To write and distribute media releases as required

## **Priority #2: Master Multimedia Storytelling**

### Storytelling

- Bringing WHS stories to life and using them to let people know who we are, what we do and why. Stories may involve how we solve a problem or found a novel solution, donor support impact, educating and promoting changes in consumer behaviour to support animal welfare, behind the scenes information, animal, and adopters' journeys, to name a few.

### Live and recorded video

- Digital media skills including live and recorded video
- Maintenance of video channels in various online platforms (Facebook, YouTube, LinkedIn, etc.)

### Design, Branding, and Images

- To maintain a 'house-style' in all WHS written communications
- To maintain, in liaison with other WHS staff and external consultants as required, strong WHS visual branding
- To maintain the WHS photo library for use across a range of communications forms.

## **Priority #3: Project Management**

- Mentoring and advising departments as they produce their own materials
- Align all WHS activity to our design standards

### Other Communications, Publications, Materials

- To assist in the production of other internal and external WHS communications, publications, materials, and press releases, in consultation with other WHS staff.
- Responsible for developing and implementing community outreach activities, campaigns, and strategies to promote WHS programs and services, with a strong focus on WHS adoptable animals.
- Organize, attend, and/or participate in outreach events and promotions

**Exemplifies Winnipeg Humane Society's Core Values:**

- We are and always will be **humane**
- We sincerely **respect** each other
- We communicate proactively, and we **listen**
- We are **humble**, and we are always willing to accept better and new ideas
- We are committed to **transparency** and accountability

**Participates in creating a thriving Culture of Philanthropy at Winnipeg Humane Society by:**

- Being knowledgeable and supportive of Society programs
- Sharing their passion for service to animals, people, and our community with our guests
- Serving as an inspiration to all guests by providing an exemplary level of animal care and guest service
- Being able to communicate a compelling case for support that demonstrates the impact of philanthropy on Winnipeg Humane Society

**Qualifications:**

**Mandatory**

- University degree, college certificate in communications or a combination of equivalent education and experience
- Minimum 3 years experience in communications related field
- Experience managing and analysing dashboards (Google Analytics, Facebook Insights, Hootsuite reports, etc.)
- Advanced computer skills and comfortable learning about emerging technologies and apps
- Thorough knowledge of InDesign, Adobe professional suite
- Experience writing, proofreading, and/or editing
- Experience working within busy multi-tasked environments
- Proven experience managing communication and public relations projects

**Preferred**

- Experience working in a non-profit environment, an asset
- Direct experience in a multi-faceted communication related work environment is an asset
- Bilingual (French-English) is an asset

**What you will bring to the role**

The individual must be an experienced professional who is proactive and results-oriented, with solid relational skills, must be detailed oriented with the ability to multi-task and demonstrated experience interfacing with senior executives and all levels of management.

An insatiable curiosity combined with the ability to motivate staff, translate intelligence and ideas is essential. This role is also responsible for applying new technology, emerging platforms, pop culture, and everything in between.

Advanced strategic thinking and planning, advanced oral and written communication skills, and advanced problem-solving skills are required.

The individual must possess strong presentation skills and be able to speak publicly on behalf of the WHS.

**Please express your interest to:**

**Maurice Cadieux**

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