

# Position Description–Director Strategic Communications & Marketing

## Position Description

<b>Position title</b>	<b>Director Strategic Communications &amp; Marketing</b>
<b>Location</b>	Remote
<b>Reports to</b>	VP Strategy & Business Development
<b>Direct reports</b>	Marketing Manager, Communications & Social Media Specialist
<b>Key External Stakeholders</b>	Funding Bodies, Community Collaborators, Media
<b>Travel requirements</b>	Limited as required

## Position Purpose

The purpose of the **Director Strategic Communications & Marketing** position is to lead on the development and delivery of an innovative, integrated communications and marketing strategy for WCG, that aligns and supports WCG’s goals and objectives. This position plays a crucial role in promoting the organization’s corporate brand and client-focused programs and services, as well as ensuring effective internal communications within the organization.

The Director Strategic Communications & Marketing will provide leadership to a team of people, comprising marketing, content and social media specialists, as well as overseeing external agencies who provide support to the Communications and Marketing department. This team works as a key Business Partner to WCG’s Employment Services team and Executive team. Under the Director’s leadership, the marketing team works closely with Operations to drive program/service engagement, build relationships, and enhance the organization’s reputation through strategic communications planning, messaging, and branding efforts. Additionally, the Director plays a key role in leveraging various communication channels to reach target audiences, drive program outcomes, and contribute to WCG’s strategy and overall financial and operational success.

Key to success will be the ability to create comprehensive internal and external communication campaigns which:

- Enable achievement of client volume goals in Employment Services,
- Champion the WCG and program/service brand awareness amongst key collaborators, including political and business audiences, and existing and future funders,
- Build employee engagement amongst a diverse workforce across provinces and territories

## Success Measures

<b>Customer/Stakeholder Satisfaction</b>	<ul style="list-style-type: none"> <li>• Feedback from the Operations and Corporate teams and key internal stakeholders indicating satisfaction with the quality of communications and marketing activities</li> <li>• Improvement in brand perception and reputation among target audiences</li> </ul>
<b>Financial and Program Performance</b>	<ul style="list-style-type: none"> <li>• Collaborate with Management on setting annual marketing budgets and manage communications and marketing activities within set budgets</li> <li>• Achievement of potential client inquiry targets and appropriate client composition objectives to support employment program performance goals, through marketing materials and campaigns</li> </ul>
<b>People &amp; Team Satisfaction</b>	<ul style="list-style-type: none"> <li>• High employee engagement and satisfaction levels within the communications and marketing team</li> <li>• Adhere to the APM Code of Conduct at all times</li> <li>• Uphold APM’s Values at all times</li> </ul>

<p><b>Operational Performance</b></p>	<ul style="list-style-type: none"> <li>• Streamlining of communication and marketing processes to increase efficiency and effectiveness</li> <li>• Produce and oversee error-free and high-quality written communications that effectively represent the WCG brand, program brands and objectives</li> <li>• Meeting deadlines and milestones for various communications and marketing projects</li> <li>• Utilization of data and analytics to track and improve marketing campaign performance metrics</li> </ul>
<p><b>Department Outcomes</b></p>	<ul style="list-style-type: none"> <li>• Achievement of key performance indicators set for communications and marketing strategies (e.g. Increase in program engagement metrics via marketing channels)</li> </ul>

**WORK HEALTH AND SAFETY**

For manager responsibilities, refer to the [WCG Workplace Health and Safety Policy](#)

**Core Responsibilities:**

<p><b>Strategic Communications</b></p>	<ul style="list-style-type: none"> <li>• Responsible for generating awareness of WCG and our programs and services. Responsible for developing and articulating WCG’s voice and telling our story to both internal and external audiences</li> <li>• Develop and implement a communication and marketing strategy for WCG, which is built on a deep understanding of our mission, vision, and goals, target audiences and supports the delivery of our strategic and business line objectives</li> <li>• Manage the reputation of the company including the development of proactive and reactive social media strategies</li> <li>• Act as media spokesperson for the company</li> <li>• Oversee the development of (and directly develop) speeches, briefing notes, presentations, and other strategic communications materials to support WCG’s Executive and Management Team</li> <li>• Develop and maintain a comprehensive crisis communication plan that outlines protocols, key messages, and designated spokespersons for various crisis scenarios:             <ul style="list-style-type: none"> <li>○ Monitor potential crises, such as negative media coverage or public backlash, and respond proactively to mitigate reputational damage.</li> <li>○ Lead and coordinate with cross-functional teams to execute crisis communication strategies, including drafting press releases, managing media inquiries, and communicating with internal and external stakeholders in a timely and transparent manner</li> </ul> </li> <li>• Support VP People &amp; Culture to develop and implement an internal communications strategy to ensure consistent messaging and transparency across the organization, including coordinate and facilitate regular communication channels, including town hall meetings, to keep employees informed about organizational news, changes, and updates</li> <li>• Collaborate with department heads and leadership to cascade essential information, initiatives, and strategic priorities down to all levels of the organization through various communication channels</li> </ul>
--	--

<p><b>Communications and Marketing Department Accountability</b></p>	<ul style="list-style-type: none"> <li>• Develop and execute marketing strategies to promote WCG programs and services to target audiences that effectively communicate the program's/services' value propositions and drive participation to such programs/services</li> <li>• Oversee the utilization of multiple marketing channels, to reach and engage target audiences</li> <li>• Provide oversight and guidance to WCG's participation at industry events and conferences, including sponsorships and presentations</li> <li>• Plan and execute budgets for communication and marketing products and services including monitoring and analyzing such efforts to determine effectiveness and make adjustments as needed</li> <li>• Manage the Communications and Marketing annual budget, ensuring appropriate return on investment</li> <li>• Drive continuous improvement / innovation in company marketing and communications, leading by example and instilling a culture of achieving goals through the adoption of new communication and marketing techniques and smarter ways of working</li> <li>• Take the lead on identifying, appointing, and managing a suitable roster of external agencies, to meet WCG's communication and marketing requirements, regularly reviewing and evaluating the effectiveness of each agencies outputs to ensure value for money</li> </ul>
<p><b>Corporate and Program Branding</b></p>	<ul style="list-style-type: none"> <li>• Act as Brand guardian for the company; taking the lead role in promoting the WCG corporate and program brands, its corporate positioning, and visual and written identity.</li> <li>• Ensure adherence to Funder Brand and Communication Guidelines and contractual obligations related to communications and marketing</li> <li>• Ensure brand consistency across all communication materials and touchpoints</li> </ul>
<p><i>Other duties as required, including going beyond the job description whenever necessary</i></p>	
<p><b>WORK HEALTH AND SAFETY</b> For manager responsibilities, refer to the <a href="#">WCG Workplace Health and Safety Policy</a></p>	

**Capabilities and experience**

- Deep knowledge of strategic communications and marketing planning (7+ years) in a senior marketing or communications leadership role within the human services and/or health sectors, with a track record of success in developing and implementing comprehensive strategies
- Collaborative, passionate, enthusiastic approach grounded in strategy but flexible enough to excel in a dynamic environment
- A successful track record of setting and successfully delivering against a strategic communications and marketing agenda
- Experience with developing crisis communication protocols and leading a team during such events
- Proven ability to analyze market trends and customer insights to inform strategic decisions
- Proficiency in leveraging data and analytics to monitor and optimize marketing campaign performance
- Deep understanding of both traditional and innovative marketing and communication strategies and a proven track record of creating campaigns and initiatives that drive and increase awareness, engagement and return on investment
- Proven experience of a range of strategic communications and marketing techniques, including digital/social media
- Public relations – reputation management, positive and negative media handling and crisis communications.
- Internal communications – proven experience of a range of tools and techniques

<p>Position: <b>Director Strategic Communications &amp; Marketing</b></p>	<p>Owner: <b>People and Culture</b></p>	<p>Publish Date: <b>August 15, 2024</b></p>	<p><b>Page 3 of 5</b></p>
---	---	---	---------------------------

- Highly developed people management skills and a track record of developing high performing individuals & communications/marketing teams (5+ reports)
- A successful track record of driving ideas to fruition, including the delivery of demanding projects on time and within budget
- Excellent writing and editing skills
- Managing external agencies and suppliers
- Setting and managing marketing budgets
- Experience working within government communications roles considered an asset

## WCG Leadership Behaviours

As an WCG leader it is expected that the role has ability to consistently display the following leadership capabilities.

<p><b>The Inspiring Leader</b></p>	<ul style="list-style-type: none"> <li>• The inspiring leader is a true role model of WCG values.</li> <li>• They set a vision and are able to zoom out to see the bigger picture, they are forward-thinking and constantly striving higher.</li> <li>• They are passionate about the leadership role, they create the tone for their teams’ behaviour through their communication style, energy and passion.</li> </ul>
<p><b>The Winning Leader</b></p>	<ul style="list-style-type: none"> <li>• The Winning Leader sets, meets and strives to exceed KPIs despite obstacles.</li> <li>• They are responsive and adaptable to differing situations, people and points of view.</li> <li>• They are accountable to other to deliver results and look for growth opportunities.</li> </ul>
<p><b>The Authentic Leader</b></p>	<ul style="list-style-type: none"> <li>• The authentic leader is confident, trustworthy, transparent and balanced.</li> <li>• They are self-regulated matching behaviour to context, they are seen to be steady when times are turbulent.</li> <li>• They act with integrity and fairness and demonstrate commitment to their team through lack of ego.</li> </ul>
<p><b>The Collaborative Leader</b></p>	<ul style="list-style-type: none"> <li>• The collaborative leader builds consensus and alignment through applying strong listening skills, an optimistic attitude and empathy.</li> <li>• They build and operate within high performing teams through their ability to coach and support others and are themselves keen learners.</li> <li>• They empower others to make decisions in times of rapid change.</li> </ul>
<p><b>The Courageous Leader</b></p>	<ul style="list-style-type: none"> <li>• They are aware of their impact on others, however can hold tough conversations and maintain strong relationships. They provide candid feedback and seek continuous feedback in return.</li> <li>• They don’t require hierarchy to deliver results, they invest in people and their relationships.</li> <li>• The courageous leader demonstrates resilience when faced with challenges and guide their team with conviction.</li> </ul>



When printed this document is **UNCONTROLLED** refer to the electronic system for the latest version

WCG is strengthened by diversity. We are committed to achieving a workplace that is equitable and representative of Canada's diverse population. We actively work to attract, develop, and retain employees from diverse and equity-deserving backgrounds who have exceptional ability and the desire to make a difference. We continuously strive to support individual needs and differences in a work environment that is built on inclusivity and respect for everyone.

WCG is committed to providing an accessible, barrier free recruitment and selection process. If contacted for an employment opportunity, please advise us if you require accommodation in advance of any part of the recruitment and selection process.