



Canadian
Children's
Literacy
Foundation

Fondation pour
l'alphabétisation
des enfants
canadiens

Position Overview – Director of Communications & Digital Strategy:

The [Canadian Children's Literacy Foundation/ Fondation pour l'alphabétisation des enfants canadiens](#) (“CCLF”) was founded in May 2017 by Co-Chairs Heather Reisman and Dr. Heather Munroe-Blum and other Canadian leaders who recognize that literacy is critical to achieving the potential of Canada and of Canadians. The Foundation’s mission is to ensure that ALL children in Canada are equipped to achieve their full potential. We champion, connect and develop initiatives that will enable Canada’s children to become the most literate in the world.

CCLF is seeking a **Director of Communications & Digital Strategy** to develop, manage and implement strategic and creative communications that will advance literacy in Canada by building public awareness of the literacy challenges facing Canada, disseminating information about how to address these challenges, supporting program delivery and facilitating fundraising.

The Director of Communications & Digital Strategy will be a key member of the senior management team and will play a leadership role in the Foundation by creating proactive communications strategies.

Reporting to the CEO, the Director of Communications & Digital Strategy will work with a range of internal and external stakeholders involved in the Foundation, including team members, board members, advisors and partners in literacy, health and other relevant sectors.

Role Profile:

Lead all communications for the Foundation:

- Create and deliver high-quality consultation and engagement initiatives to better understand stakeholders’ needs for literacy-related information, tools and programs.
- Develop and execute communications, messaging and digital content strategies, targeting mainstream and specialty media, to ensure a positive public image of the Foundation, its programs and initiatives.
- Lead development of strategic messaging including narrative development and platform creation.
- Recruit, coach, engage and develop a communications and digital team responsible for executing this work.

- Collaborate with volunteers, donors and pro bono resources in support of organizational objectives.
- Select, hire and manage vendors and contractors including graphic design firms, public relations firms, freelance writers, photographers, production vendors, etc. as needed.
- Ensure that projects are completed on time and on budget across multiple disciplines.

Drive digital content and engagement for the Foundation:

- Design a digital strategy, including the platforms for delivery and the messages in each platform.
- Lead the generation of online content that engages audience segments and leads to measurable action, including managing a team of content developers and online marketers in support of messaging goals.
- Ensure that program and communications materials follow best practices in the applicable sector and are of the highest standard.
- Collaborate with pro bono and paid vendors to support website improvements and other online initiatives.
- Analyze effectiveness of strategies and platforms and evolve their approach based on performance.

Represent CCLF in external environments:

- Represent the Foundation at private and public events as needed, including board meetings, media engagements, meetings with major donors and public speaking opportunities.
- Cultivate meaningful relationships with CCLF's key partners, donors and stakeholders.

Professional Experience and Qualifications:

- Demonstrated experience in a senior communications role, a proven track record in public relations and digital communications and experience working in a dynamic and complex environment.
- Track record of success in developing digital strategy and driving online engagement.
- Experience in a start-up and/or turnaround environment is preferred.
- Recognized as a highly effective leader and coach who brings out the best in others by creating a culture of high standards, accountability, collaboration and innovation.
- Intellectual flexibility and operational prowess to switch seamlessly between thinking about the big picture and granular details.
- Strategic acumen and intellectual creativity to develop out-of-box ideas.
- Strength in presentation development and delivery.
- Results orientation and resourcefulness combined with high standards.
- Gravitas and maturity with openness to direct feedback and coaching.
- Fluency in French and experience working with vulnerable communities would be valuable assets.

- Ability to travel as required.

Leadership Attributes:

- Someone who deeply believes in CCLF's mission and can translate this passion into leadership that drives the Foundation's performance and advances CCLF's growth.
- A good listener who demonstrate a willingness to absorb different ideas and compromise. At the same, the person should be comfortable having a strong viewpoint, when appropriate, and the integrity to stand up for one's views.
- The ability to effectively operate and contribute in a dynamic, interactive, and matrixed national organization.
- Track record of successfully partnering with the CEO and senior leadership team.
- Strong talent leader, with success in attracting, developing and retaining a high performing communications team. Someone who people respect and want to work with/for.
- Hands-on and attentive to details; comfortable and willing to roll up sleeves to achieve goals.
- Strong organizational skills; able to prioritize and manage time and multiple tasks and projects effectively.
- Is a person of the highest standards, character and values; they must be open, transparent, honest and have a positive impact on their communities.

Compensation & Work Environment

The successful candidate will receive a competitive compensation package commensurate with experience. S/he will enjoy a creative work environment in a vibrant, downtown Toronto location and the flexibility to work remotely as organizational requirements permit. This role is a full-time position.

Please send your resume and cover letter in **one electronic file** in confidence by **July 14, 2019** to recruitment@childrensliteracy.ca. You may also wish to share a video of up to 90 seconds introducing yourself and summarizing your suitability for this role. The video can be shot using readily available technology (including a smartphone) and should be sent to us in the form of a viewable link on YouTube as part of your electronic file. Instructions on uploading a video to YouTube can be found [here](#).

June 14, 2019