

## MANAGER/DIRECTOR OF COMMUNICATIONS, RENEWABLE CITIES

We are looking for a strategic, creative and experienced leader to be our Manager/Director of Communications who is passionate about creating change through a growing, fast-paced organization. (We are open to candidates who fit into either the Manager or Director level experience profiles.)

### ABOUT RENEWABLE CITIES

[Renewable Cities](#) works with policymakers and practitioners to accelerate the transition to renewable, restorative, resilient cities through engagement, research, capacity building and policy innovation. The organization is a special initiative of Simon Fraser University's Morris J. Wosk Centre for Dialogue. It has become a respected advisor sought out to inform local, provincial and federal governments on important policy topics, including integrated land use and transportation, integrated housing solutions, prefabricated mass timber building construction, and organic waste, RNG and the circular bioeconomy.

### POSITION SUMMARY

As the ideal candidate for this role, you bring a strategic mindset and a wide range of skills to enhancing the effectiveness of media and communications used by Renewable Cities. You will be a key member of a dynamic team, leading strategic communication initiatives and knowledge mobilization for innovative climate solutions. Leading a small team, reporting to the executive director and collaborating with technical staff, you will be responsible for advancing and executing Renewable Cities' communications strategy. This includes developing, operationalizing, and evaluating digital communications, stakeholder engagement, and media outreach, as well as providing guidance and direction to the team about how to most effectively communicate results of research, analysis and stakeholder engagement and translating it into communications for policy recommendations.

You have a passion for advancing climate solutions and solid communications experience (7-10 years) and some subject-matter expertise in a related sector, such as urban sustainability, urban land use and planning, energy or public policy. You have an ability to communicate systemic solutions to complex inter-related problems such as climate change, housing, transportation affordability, urban land use, congestion, civic infrastructure deficits and ecological integrity. Relationship building and engaging with a wide range of stakeholders is part of your demonstrated skillset. You are able to change course and collaborate with teams. You are an excellent writer with experience in different media and are passionate about the role of communications in transformative change.

You are articulate, self-motivated and thrive in a fast-paced project-based work environment where priorities, timelines and tasks shift quickly and frequently.

## RESPONSIBILITIES

### *Communications Strategy*

Develop and execute an effective communications strategy in collaboration with the executive director and input from other staff that includes:

- Identifying and understanding key audiences and stakeholders
- Building and evolving strategic messages and tactics and Renewable Cities branding, positioning Renewable Cities as a thought-leader in British Columbia and Canada to drive systemic changes in cities
- Collaborating with staff to manage development and release of communications products including reports, graphics, web content, guest posts, proposals and other materials
- Managing digital communications and marketing (e.g., web, social media, paid and earned media, publishing, and other channels/methods)
- Building upon existing media relationships and work to enhance the profile of Renewable Cities' profile in the media placing op-eds and coordinating earned media
- Responding to time-sensitive media and communications-related issues and preparing executive-level communications, op-eds, media briefings, and impact reports
- Proactively identifying, coordinating, and preparing for opportunities for Renewable Cities staff to speak to media, conferences, or other speaking opportunities
- Promoting and supporting Renewable Cities activities and events, including delivery with video and online learning tools
- Identifying and following emerging issues and trends on climate, energy and cities relevant to target audiences, and amplifying internal and external messaging to advance Renewable Cities' mission

### *Content Creation & Amplification*

- Plan and manage the design and production of media and communication materials
- Support communications staff to develop and maintain a communications calendar and social media platforms, including publishing content and engaging with key audiences
- Manage newsletter production including schedule, templates, and content
- Write and edit high-quality content for web, social media, media, and external publications

### *Stakeholder Engagement*

- Foster positive relationships with communications teams at the Morris J. Wosk Centre for Dialogue and SFU, as well as partner organizations and stakeholders
- Identify opportunities to bring additional expertise and resources to communications activities by leveraging relationships with stakeholders and partners

### *Additional Responsibilities*

- Supervise communications staff and interns, and contribute to recruitment, hiring, and supervision
- Manage and contribute to Renewable Cities contact management and outreach systems

- Maintain and improve quality standards for organizational communications, assuring consistent communication of Renewable Cities' brand
- Ensure adherence to SFU Morris J Wosk Centre for Dialogue values and standards and regulations
- Contribute to other Renewable Cities activities where required, including event and program management and planning, and dialogue facilitation

## DESIRED QUALIFICATIONS AND EXPERIENCE

### Education & Experience

- Master's degree and 7-10 years of experience, or equivalent combination of education and work experience in communications, marketing, digital media, public relations, journalism, or related field
- Experience with media and/or public relations
- Experience working with governments, utilities or think tanks on policy innovation
- Experience in at least one of the following fields: urban sustainability, urban land use and planning, energy, climate change, policy analysis

### Knowledge, Skills and Abilities

- Demonstrated expertise in developing and implementing a strategic communications strategy, including audience identification, brand positioning, developing key messages, and building medium-term communication and/or marketing plans.
- Demonstrated knowledge of communication and media practices and techniques to increase the visibility, profile and reputation of an organization, across traditional and digital media
- Expertise in measuring the impact of communications and marketing products, and changing strategies as a result of the findings
- Outstanding writing and editing skills with a keen eye for detail and dynamic writing; adept at tailoring communications to intended audience and platforms
- Proven ability to drive complex projects with multiple stakeholders to achieve results and to communicate complex public policy issues to a variety of audiences and through diverse channels
- An advanced knowledge of Word, PowerPoint, Excel and graphic design (e.g., Adobe Suite, Canva)
- Demonstrated skills with:
  - Digital content creation and website development/management including good knowledge of web maintenance (e.g. AEM, HTML, CSS, SEO)
  - CRM software, databases, and email marketing software (e.g. MailChimp)
  - Desktop report publishing (e.g. Adobe InDesign)
  - Social media management (e.g. Twitter, YouTube, Facebook, and LinkedIn), advertising and analytics (e.g., Google AdWords & Google Analytics)
  - Online events, webinars, and videography
- Knowledge of best practices for safe, inclusive, and equitable communication and engagement

### Interests and Attributes

- Independent and confident self-starter
- Creative and strategic thinker with a deep curiosity in understanding and solving complex problems
- Positive and collaborative team player

- Ability to juggle competing priorities and deadlines in a fast-paced environment
- Passion for urban climate action in big and small cities and a keen interest in advancing affordability, equity, and ecosystem protection and restoration.
- Interest in advancing policy innovation (local, provincial and/or national) to support cities' deep 2030 GHG reduction and zero emissions 2050 targets.

**Hours:** 35 hours/week

**Location:** SFU Harbour Centre, 515 West Hastings Street, Vancouver; flexible hybrid work arrangements available.

**Pay range:** \$65,000 to \$90,000 per year

**Other benefits:** 4 weeks paid vacation, health and dental benefits, professional development

### ELIGIBILITY

- Applicants with qualifications to work in Canada will be given priority.
- SFU Morris J. Wosk Centre for Dialogue is an equal opportunity employer. We are committed to creating an equitable environment for all employees. We strongly encourage applications from qualified people of all gender expressions and identities, sexual orientations, visible minorities, Indigenous persons and persons with disabilities. Should you require accommodations throughout the application process, please be in touch.

### TO APPLY

Submit a cover letter, resume and up to three web references or samples of your work in one document to [leanne\\_sawatzky@sfu.ca](mailto:leanne_sawatzky@sfu.ca) by 11:59 pm Pacific Time on Sunday, August 21, 2022. Cite the job title of the position you are applying for in the subject line. No phone or email enquiries please.

Applications will be reviewed and interviews will be conducted on a rolling basis.