

## RESOURCES AND PUBLIC ENGAGEMENT DEPARTMENT

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Position:	Senior Communications Officer	
Responsible to:	Communications and Brand Manager	
Classification:	D	
Status:	One year term, full time	
Location:	Winnipeg, Manitoba	September 2021

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### *Position Summary*

The senior communications officer is responsible for the coordination, creation and editing of public communications projects on behalf of the Foodgrains Bank, including printed, electronic, and video communications. The officer is also responsible for media relations and for maintaining relationships with corresponding staff in member agencies.

The senior communications officer is a member of the communications team and is supervised by the communications manager. The communications team initiates communications activities and campaigns, supports the work of the public engagement and regional staff, works collaboratively with member agency staff, and provides timely response to requests for communications materials and editing support from other departments at the Foodgrains Bank.

This position is based in Winnipeg, Manitoba. Periodic domestic and occasional international travel is required.

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### *Roles and Responsibilities*

1. **Project Management** – Coordinate ongoing and special communications projects and tasks as assigned:
  - 1.1. Manage the production of the quarterly newsletter *Breaking Bread*, annual report and other publications.
    - 1.1.1. Determine timelines, develop and solicit content in consultation with relevant department staff, and provide editing support for these publications.
  - 1.2. Work with resources and public engagement team members to coordinate the creation of other communication, marketing, fundraising and communication materials as needed.
  - 1.3. Liaise with member agency communication staff to coordinate messages and activities that promote their partnership in the Foodgrains Bank.
  - 1.4. Provide timely response to requests from internal departments for communications materials and lead planning and implementation processes for new communication projects (web pages, special projects, etc.) as required.
  - 1.5. Campaigns – Working with the supporter relations and public engagement managers, coordinate the creation, planning and distribution of fundraising and public engagement appeals and campaigns materials. Work with campaign teams to promote, advertise and report on fundraising and public engagement events.

2. **Content Production** – Produce written content for print, electronic, and audio/visual communications materials for donors, volunteers, member constituencies, media, the general public, and other stakeholders:
    - 2.1. Fundraising and supporter communications – Work with the supporter relations manager to develop and edit content for fundraising, cultivation, and stewardship of donors to accounts at the Foodgrains Bank.
    - 2.2. Edit public facing communications from other departments as requested, with an eye for consistency across organizational communications, and ensuring adherence to established standards for respectful treatment of organizational beneficiaries and other actors.
    - 2.3. Support the development and updating of website content in consultation with relevant department staff and the web manager and adapt existing content for the web.
  3. **External Relations** - Develop and maintain productive relationships with relevant communications personnel outside of the Foodgrains Bank such as journalists, bloggers, denominational media representatives, government, and corporate communications officers to engage them in the work of the Foodgrains Bank:
    - 3.1. Produce and distribute regular press releases to media outlets to promote news and information about the Foodgrains Bank.
    - 3.2. Provide media and other relevant communicators with ideas for stories about food and hunger issues and the Foodgrains Bank.
    - 3.3. Maintain relationships with corresponding communications and marketing staff at member agencies and collaborate with member agency communicators on shared projects.
    - 3.4. Develop and maintain relations with communicators from government, business, and other international development sector organizations.
    - 3.5. In consultation with the public engagement manager, organize and facilitate learning and exposure tours for media, member agency, and sector communications staff as required.
    - 3.6. Work with communications team members to organize and update the media contacts for the department and to maintain positive relationships with relevant media.
  4. **Team Participation** - Participate fully and positively in the work of the resources and public engagement department and support the work of other departments:
    - 4.1. Participate in departmental and team meetings.
    - 4.2. Stay current with the work of the international programs department and issues on hunger and the humanitarian and development sector in Canada and globally. Develop responses to emerging stories in consultation with other communications staff.
    - 4.3. Participate in member working groups and interdepartmental projects teams as requested.
    - 4.4. Participate in developing the Foodgrains Bank's overall communications strategy.
  5. **Other**
    - 5.1. Assume other duties as requested.
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### ***Qualifications***

#### ***Required:***

- Degree or diploma in communications, journalism or media relations, or related experience

- Experience in communications project management and media relations
- Strong writing and editing skills
- Strong interpersonal communication skills
- Creative thinker
- Fluent in written and spoken English. Ability to speak French is an asset.
- Committed to the cause of reducing and ending hunger and able to communicate this commitment to a diverse audience
- Must identify with and support the underlying mission and Christian identity of the Foodgrains Bank and be able to represent our identity to various audiences
- Available for domestic and international travel

*Preferred:*

- Experience in website management and social media
- Familiar with hunger issues, Canadian agriculture, international relief and development work