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Position:	Bilingual Media Relations & Communications Manager (French & English)
Site:	Hybrid: MaRS Discovery Tower + Work from Home
Department:	Grand Challenges Canada
Reports to:	Director, Strategic and Corporate Communications
Status:	Full-time, Temporary (1 year with possibility of renewal)
Salary:	\$95,500/year + 10% bilingualism premium + % in lieu of benefits

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[Grand Challenges Canada](#) (GCC) is dedicated to supporting Bold Ideas with Big Impact®. Funded by the Government of Canada and other partners, GCC funds innovations in low- and middle-income countries, as well as Indigenous innovation in Canada. The bold ideas we support integrate science and technology, social and business innovation – we call this Integrated Innovation®. We have a determined focus on results, and on saving and improving lives. GCC works closely with a global network of partners to bring successful innovation to scale, catalyzing sustainability and impact.

As one of the largest impact-first funders in Canada, GCC has funded over 1,400 innovations in more than 102 countries. These innovations have already improved more than 21 million lives and are expected to save up to 1.78 million lives and improve up to 64 million lives by 2030.

The **Bilingual Media Relations and Communications Manager** supports GCC’s overall communications strategy, including efforts to raise the organization’s profile in Canada and internationally. Reporting to the Director, Strategic and Corporate Communications, this role works in close collaboration with teams across the organization, as well as with external stakeholders.

The **Bilingual Media Relations and Communications Manager** will be a ‘doer’ with sound judgement, excellent written and oral communication skills in both English and French. They have a knack for building relationships and for securing top-tier earned media coverage in Canada and internationally. They possess strong attention to detail and consistently produce high-quality work on deadline. They will build connections and work collaboratively with colleagues and partners.

## Key Responsibilities

### Manages GCC’s media outreach activities

- Develops and implements media outreach and marketing plans to promote programs, events and/or initiatives that support strategic objectives
- Drafts content for social media, websites and newsletters
- Drafts and produces promotional and outreach materials
- Liaises with internal and external stakeholders to facilitate collaboration and consistent branding and messaging
- Develops digital and print materials and outreach plans for GCC initiatives, including RFPs
- Develops and leads select events, including press events and conference sessions
- Manages the work of Analysts and/or Associates, either directly or through a matrix approach
- Manages the drafting of relevant vendor contracts, ensuring appropriate institutional due diligence (e.g., financial, legal, IP, and risk mitigation) and director approval

### **Oversees media outreach and engagement strategies**

- Develops a media relations plan that supports the organization's communications strategy
- Develops priorities and recommend areas for outreach and engagement
- Fosters relationships with key stakeholders in the coordination of media outreach and public engagement activities
- Advises on media strategies for message and pitch development

### **Proactively pitches announcements, news, op-eds, innovator profiles and key initiatives to media**

- Builds and strengthens relationships with stakeholders and partners of strategic importance
- Analyzes the reach and quality of media coverage and recommend improvements
- Advises on best practices and strategies to maximize media coverage and outreach
- Acts as the first point of contact for media enquiries and coordinate interviews
- Keeps informed on trends and best practices in communication and marketing
- Conducts media training for internal and external stakeholders
- Monitors and analyzes media coverage to identify issues and trends
- Cultivates and maintains updated Canadian and international media lists

### **Leads the creation of communications materials**

- Writes and edits op-eds, feature stories, innovator profiles, blogs and other related materials
- Uses storytelling to communicate Grand Challenges Canada's work
- Collaborates with members of cross-functional teams (Programs, Knowledge Management, Legal, Finance) to gather content and ensure accuracy of materials
- Oversees the creation of video content for use in GCC's storytelling
- Produces promotional and outreach materials, in accordance with GCC's brand guidelines
- Plans and implements components of website projects
- Updates and maintains information on digital platforms, including websites and social media channels
- Oversee the creation of targeted media and social media campaigns
- Supervises the work on freelance designers, writers and editors to produce outreach materials
- Verifies that communications collateral adheres to brand identity and style guides
- Collects and maintains a database of digital assets for online use

### **Develops content for strategic communications vehicles**

- Develops story ideas that advance priorities and initiatives
- Gathers relevant or newsworthy content related to GCC's investments
- Liaises with colleagues to support content / story development
- Writes and edits content for brochures, newsletters, websites and/or handbooks
- Creates and leads presentations for internal and external stakeholders
- Leads the creation of media outreach plan that supports the organization's communications strategy

### **Manages information on GCC's platforms and materials**

- Ensures that key statistics, boilerplate language and messaging are up to date across GCC's platforms and materials

- Oversees the 'media and news' section of the website
- Edits internal and external-facing content for style and tone
- Verifies that content is consistent with brand identity guidelines
- Analyzes the effectiveness of campaigns and/or programs using metrics and recommends improvements based on the data

**Act as a GCC ambassador and spokesperson**

- Act as a spokesperson for GCC, representing the organization's strategic interests, including with the media, in presentations to partners, at local and international conferences, and in communications with innovators, thought leaders, and government representatives

**Accomplishes financial responsibilities**

- Tracking invoices media monitoring, video editing and other related communications needs
- Submitting invoices and control sheets to the Director, Strategic and Corporate Communications for approval and to Finance for processing.

**Provides and contributes collaborative leadership to advance a high-performing team**

- Supervises and manages Analyst and Associate staff, either directly or through a matrix approach
- Coaches junior staff to engage with external stakeholders, innovators and partners, exercise judgement, and contribute to GCC's external outreach initiatives
- Provides targeted support to priority GCC initiatives, other teams, and/or coverage during staff absences
- Models effective work behaviours that support personal and team wellness, and are aligned with GCC's commitment to Inclusion, Diversity, Equity and Accessibility

Provide other relevant communications and organizational support, as needed

**Qualifications**

**Knowledge & Skills**

- Demonstrated commitment to and knowledge of relevant domains, such as strategic communications and media relations
- Strong knowledge of the development and humanitarian sector a major asset
- Highly developed verbal, written and presentation communications skills, in both official languages
- Ability to take initiative and effectively manage competing priorities and deadlines
- Effective people management skills and commitment to teamwork
- Commitment to GCC's strategy of shifting power to those closest to the challenges we face
- Excellent organizational and time management skills

**Experience & Education**

- A minimum of 6 - 8 years of work experience with at least 5 years relevant experience in media relations and communications
- Excellent written and oral communications skills in both English and French, including the ability to write and pitch in both official languages

- Proven track record securing top-tier earned media coverage in Canada and internationally
- Experience working and/or living in humanitarian or low resource contexts a significant asset
- Undergraduate degree (in a relevant discipline or commensurate work experience)

*People from historically excluded communities with lived experiences in relevant thematic areas are encouraged to apply. People with lived experience and/or work experience in the communities or countries we are supporting are especially encouraged to apply.*

*Don't meet every requirement? Studies have shown that women, people of color, people from LGBTQ2S+ and disabilities communities are less likely to apply to jobs when they do not meet every qualification. At Grand Challenges Canada, we are dedicated to building a diverse, inclusive, authentic, and accountable workplace, so if you are excited about this role but your experience does not align perfectly with every qualification in the job description, we encourage you to apply, as you may be the ideal candidate we are looking for.*

**Location and Work Requirements:**

- We are currently working in a hybrid model. However, as a condition of employment, all GCC staff are required to be available to travel to, and work from the Toronto, Ontario main office, as business and operational needs require. Any expenses related to travel and or relocating to Toronto are the sole responsibility of the employee and will not be reimbursed by GCC.
- Some international travel will be required.
- Applicants must be eligible to work in Canada.

**Temporary Full-Time Benefits**

- 5% in lieu of benefits
- 20 days of vacation (10.5 days covered by 4% in lieu of vacation and 9.5 topped up by GCC to equalize with permanent full-time staff)
- Four (4) day work week (with Friday as a flex/off day), excluding weeks with statutory holiday (program reviewed annually)

**Term**

- Start date: Immediate.
- Status: Temporary full-time

**Application process**

- Please submit your resume and cover letter [here](#)
- Candidates will need to complete an oral and written French competency test

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**POSTED DATE:** February 27, 2024

**CLOSING DATE:** March 12, 2024