

Senior Lead, Communications

Location: Fully remote - Can be located anywhere in Canada

Contract (parental leave): 12 months

Full-time (37.5 hours per week)

www.questcanada.org

Application deadline: **September 19, 2023 at 11:59 pm ET.**

Applicants are encouraged to apply earlier and up until the deadline. We thank all applicants in advance for their application, but be advised that only applicants selected for an interview will be contacted.

About QUEST Canada

QUEST Canada is a national charity that supports communities in Canada on their pathway to net-zero. Since 2007, we've been facilitating connections, empowering community champions and influencing decision-makers to implement efficient and integrated energy systems that best meet community needs and maximize local opportunities. We develop tools and resources, convene stakeholders and rights holders and advise decision-makers — all with the goal of encouraging and enabling communities to contribute to Canada's net-zero goals. QUEST Canada is a remote-first organization with staff across Canada. We encourage and support a flexible work environment.

Position Overview

QUEST Canada envisions a sustainable net-zero future where communities across Canada benefit from our assistance and are prosperous as a result of taking action on energy use and emissions. Our [Theory of Change](#) goal is to enable 500 diverse communities in Canada to implement durable and just net-zero strategies by 2030.

The role of Senior Lead, Communications is to support the organization in achieving its mission to help communities in Canada establish coordinated local action on energy and emissions by ensuring the organization develops, refines, and implements a strong communications strategy and plan. The Senior Lead of Communications reports to the Executive Director (the "Supervisor").

The candidate will be responsible for uniting our strategic direction and brand identity, refining our corporate communications plan, and prioritizing communication initiatives across a suite of communications platforms and marketing channels.

The ideal candidate has a strong background in and knowledge of marketing and communications, media relations, public relations, and has completed a post-secondary degree in communications, marketing, science communications, or a related field. The ideal candidate has strong project and relationship management skills as well as experience in developing and implementing marketing strategies.

1. Strategy Development

- Refine and implement the communications strategy, the corporate communications plan, and the annual communications and marketing work plan.

- Build on the momentum established with the completion of QUEST Canada’s new strategic plan and corporate communications plan, ensuring these plans are complementary and embedded into all future communications content.
 - Work with team members to develop project, initiative and supporter-specific communications plans that align with our organization’s strategy and corporate communications plan.
 - Continue to work through the website restructuring project, ensuring the updated website meets our needs, while aligning with our new plans.
 - Research and manage new ways QUEST Canada can increase its brand awareness and further its mission, ensuring key messaging and strategies align with newly acquired registered charitable status.
 - Track and report on the progress of our communications strategies and produce regular reports for the Senior Management Team and Board of Directors.
2. Communications and Marketing
- Ensure clear, concise and consistent messaging in QUEST Canada’s communications, complementing our strategic plan and corporate communications plan.
 - Build brand awareness and secure media coverage.
 - Regularly meet with team members and external supports to translate and share our work with external audiences via web content, news releases, e-blasts, e-newsletter articles, social media posts, and other channels, as needed.
 - Manage, create, share, and disseminate a monthly national newsletter, quarterly regional newsletters and quarterly supporter newsletters via MailChimp.
 - Generate creative ideas—writing, editing and creating content.
3. Project & Relationship Management
- Manage external agencies, consultants and freelancers on project deliverables such as website consultation, French translation, graphic design, copy editing, media relations, and other marketing needs.
 - Develop, manage and track communications and marketing budgets.
 - Manage, track, and analyze all communications and marketing-related analytics, targets, goals, and milestones.
 - Serve as an ambassador of QUEST Canada, building relationships for the positive benefit of the organization.
 - Ensure the effective use of QUEST Canada’s customer relationship management (CRM) system to track relationships.

Required Qualifications & Experience

- Post-secondary degree in English, Communications, Marketing, or related field.
- Minimum 7+ years experience in communications, media, public relations, marketing, or similar role.
- Proven experience developing and refining the strategic direction of communications and marketing.
- Experience developing and creating communications plans and key messaging.

- Strong knowledge of the media environment (social media, websites, podcasts, blogs, webinar, video, publications, etc.).
- Ability to manage multiple projects and competing priorities while ensuring attention to detail.
- Proven experience with relationship management of internal and external colleagues and partners.
- Ability to work with various tools, including but not limited to, Google Workspace, Wrike (for project management), Solve CRM, Adobe Creative Suite, Canva, MailChimp, Meltwater (for media relations), WordPress, etc.
- Creative and critical thinker with strong problem-solving skills.
- Collaborative and inclusive.
- Experience in the energy industry and/or environmental sector in Canada.
- Strong communication skills (verbal, written, and listening).

Desirable Qualifications

- Experience in the energy and/or sustainability sectors in Canada.
- Experience working with or for a non-profit organization or a registered charity.
- Experience using MailChimp for e-newsletters and e-marketing campaigns.
- Experience using Google Suite, Wrike (for project management), and Solve CRM software.
- Bilingual in French and English.
- Understanding of justice and anti-oppression frameworks.

Travel

Ability to travel within Canada.

Compensation & Benefits

- Contract (one year), full-time position
- Salary range is \$65,000 - \$82,000, commensurate with experience
- Health and dental benefits
- Flexible and remote working arrangements
- Paid annual winter holiday shutdown
- Training and development budget

Employment Equity

QUEST Canada is an equal opportunity employer which has been operating since 2007. We welcome diversity and inclusion in the workplace and encourage applications from qualified individuals in equity deserving and traditionally marginalized groups such as racialized people, Indigenous people, LGBTQIA2S+ people, and persons with disabilities to apply. We encourage applicants to self-identify if they are a member of an equity-deserving group through our application link below.

QUEST Canada is committed to and working toward developing inclusive, barrier-free selection processes and work environments. If you are contacted to be considered for a job opportunity, advise the QUEST Canada representative of accommodation measures that should be taken to enable you to be

assessed in a fair and equitable manner. Information relating to these measures will be addressed confidentially.

To Apply

To apply for this position, please submit a cover letter, résumé and an indication of start date availability via this [link](#). The ideal start date for the successful candidate is October 23, 2023.

The deadline for application is **September 19, 2023 at 11:59 pm ET**. Applicants are encouraged to apply earlier and up until the deadline. We thank all applicants in advance for their application, but be advised that only applicants selected for an interview will be contacted.