

Join us as:

MANAGER, COMMUNICATIONS & MARKETING

📄 Full-time 📍 Toronto (Hybrid)

Reporting to the Chief of Staff, this role will lead the Communications team in Canada, and Sub-Saharan Africa as well as work cross-departmentally with key stakeholders including the Partnerships and Programs teams to develop and implement an integrated communications and marketing strategy.



1 Strategy & Management

- Lead the development of RTV's Marketing & Communications Strategic Plan aligned and integrated with the organization's goals and strategic priorities.
- Responsible for the achievement of the goals and objectives of the Marketing & Communications Plan with evaluation systems in place related to these goals and objectives, with accountability to the senior leadership team.
- Ensure that the appropriate systems and procedures are in place to properly and reasonably support marketing and communications efforts.
- Develop annual budgets for marketing & communications
- Lead, manage, and mentor the Communications teams in a multi-country set-up.

2 Brand Building and Marketing

- Analyze internal and external stakeholder insights and positioning to shape the RTV brand.
- Oversee the execution of brand strategy, content marketing and communications across multiple channels and stakeholders to drive brand awareness.
- Ensure value propositions are compelling and drive fundraising goals focused on acquisition, retention and loyalty both online and offline for individual and institutional funders.
- Identify key performance indicators to measure and report the performance of marketing and communications activities and initiatives.
- Ensure that brand identity and messaging align with marketing and communications strategy through integration across the organization

3 Content and Digital Media Management

- Lead the strategy and generation of engaging digital content for RTV's website, social media and email channels that lead to measurable actions and communicate our impact, vision and mission.
- Responsible for digital media management of all relevant platforms and channels.
- Develop innovative content and strategies with a focus on organic growth of our digital footprint.
- Oversee the development, design, distribution, and maintenance of high-quality print, digital content and collateral including, but not limited to impact reports, presentations, newsletters, and other requests.

4 Public Relations

- Identify trends, monitor current events and influencers for opportunities to engage in national and international conversations on multidimensional poverty alleviation, sustainable development, and data-informed programming.
- Lead media outreach, develop key messages, support interview preparation, respond to media requests, and develop close partnerships with relevant media outlets and channels.

5 Other

- Support internal communications including Learning & Growth portfolio.
- Build organizational capacity to document and communicate about our work

Skills & Expertise

Essential

- A Bachelor's degree in related field (Marketing, Communications, Journalism) with 5-7 years of prior relevant work experience.
- Must be fluent in English and French (written and spoken).
- Understanding of the development sector, with demonstrated experience with donor communications strategies with tangible results.
- Demonstrated excellence in strategic communications, research, writing, editing, and multimedia content creation for impact-focused organizations.
- Experience in collateral production, marketing and PR activities.
- A solution-oriented, strategic-thinking communicator with excellent project management and tactical skills.
- Experience with email management programs, CMS, and creative design/direction.
- Demonstrable skills in Adobe Suite and Canva for dynamic content creation for digital media.
- Exceptional communication, presentation and influencing skills, combined with the ability to work under pressure in a fast-paced environment

Desirable

- Knowledge of international development sector in the poverty alleviation space
- Strong understanding of programs, and high proficiency in translating complex information and data into communications outputs.

About Us

We are Raising The Village, a non-profit international development organization on a mission to end ultra-poverty in Sub-Saharan Africa. What started as a small start-up in 2012 is now a fast-growing organization with 116+ staff working together to lift communities out of ultra-poverty. We have supported 645,000+ people through our innovative holistic approach and are on an accelerated growth path.

Working With Us

We are fast-paced, innovative, and passionate and we are looking for people with the same values. As we operate across borders, there will be some need for flexibility in your schedule. In addition to a starting salary commensurate with your experience, you'll receive a compensation package that includes benefits and vacation. RTV is fast growing with opportunities for people who want to grow with the organization. We value people who are committed to our mission, align with our values, and are dedicated to their own personal and professional growth.

To Apply

If you think you are the right person for this role, send us your resume and cover letter at:

careersTO@raisingthevillage.org

Raising The Village is an equal opportunity employer committed to diversity and inclusion.

For any accommodations through the process, please contact us via the above-mentioned email address

