

JOB POSTING: OFFICER, COMMUNICATIONS

I. ABOUT TRUE PATRIOT LOVE

True Patriot Love is Canada's Foundation for the military community, working to support military members, Veterans, and their families at every stage of their journey. By working as a trusted partner with local charities, social enterprises, the Canadian Armed Forces and the federal and provincial governments, True Patriot Love advocates for the needs of military members and Veterans and ensures resources are directed where they are needed most.

True Patriot Love works closely with sector partners to support the evolving needs of servicemembers in Regular Force, on Reserve, and in transitioning to civilian life and as Veterans. This work centers around four key pillars:

1. Supporting **stronger military families**, as spouses, caregivers, children, and youth are called upon to make profound sacrifices along with their loved ones;
2. Prioritizing **well-being**, by investing in mental health and transition programs amongst others;
3. Improving the **rehabilitation and recovery** journey through the power of sport, expeditions, and community-based programming; and,
4. Providing resources to organizations that foster **connection with communities**, whether it be through mentorship, volunteerism, or advocacy.

II. POSITION SUMMARY

Reporting to the Senior Director, Brand Strategy and Communications, the Officer, Communications will play a key role in sharing the story of True Patriot Love outside our walls, with donors, government partners, volunteers, the military community, and the Canadian public. A passionate storyteller, the Officer, Communications is as confident writing custom proposals, stewardship reports and speaking notes as they are crafting beneficiary stories and blog posts.

The Officer, Communications is a full-time fixed-term position (***until November 2024 with the possibility of extending***) that will work either in a hybrid capacity in Toronto, or remotely if located outside the Greater Toronto Area, with occasional visits to the Toronto office. As a representative of the Foundation, this role may require travel domestically across Canada, once or twice a year.

III. KEY AREAS OF RESPONSIBILITY

Responsibility #1. Communications (50% of time)

- In collaboration with the Senior Coordinator, Marketing and Community Giving, leads the development and execution of all written content with the goal of raising brand awareness, increasing fundraising revenue, and stewarding donors and other stakeholders
- Identifies, researches, creates, and edits content in a variety of formats, both print and digital, written and image-based, including web and multimedia, podcasts and webinars, direct marketing campaigns, articles, annual reports, campaign reports, speeches, scripts, and/or other communications
- In partnership with Manager, Community Engagement and Advocacy and Senior Director, develops and manages True Patriot Love Ambassador program
- Proactively seeks out stories from beneficiaries and their families, maximizing opportunities to amplify client voices
- Owns the content management system and story bank to ensure key messages and content are easily accessible to team members throughout the organization, and that key seasonal and cultural moments, and emerging trends are accounted
- Ensures all content are told in a positive, ethical, and empowering way
- Ensures content follows digital best practices including SEO optimization, and accessibility
- Acts as backup Senior Coordinator, Marketing and Community Giving on social media community management

Responsibility #2. Grant Writing (50% of time)

- Prepares high-quality government (federal and provincial) grant proposals in a timely manner, in collaboration with Chief Executive Officer and Chief Program Officer
- Identifies and prepares grants and funding opportunities available through Family and Private Foundations in partnership with Development team
- Submits impact reports to granting organizations, both on an interim basis and following the completion of projects
- Supports program team on developing evaluation reports and stories as needed
- Supports Development team in creating custom donor impact reports, as needed
- Maintains a system to track projects and grant applications, including deadlines, application requirements, budgets, and reporting requirements
- Uses Adobe InDesign for layout of donor communications within existing templates, including proposals and stewardship reports

IV. EXPERIENCE AND COMPETENCIES

1. Completion of a post-secondary degree in Marketing, Communications, Fundraising or a related field or related relevant experience
2. Minimum 3 years' experience in a communications role, with experience in writing and grant development
3. Experience in software applications for word-processing, web content management, publishing, and design (e.g., WordPress, InDesign)
4. Ability to translate content for multiple audiences, and to analyze and concisely summarize information
5. Superb equity lens and ability to craft stories that are inclusive, empowering, and amplify beneficiary voices
6. Demonstrated strong client/customer service orientation with the ability to understand and respond to various expectations from diverse stakeholders
7. Strong interviewing and research skills with ability to summarize comprehensive information into clear, concise communications
8. Excellent writing skills and a strong command of grammar/punctuation/syntax
9. Proficient in writing and editing a range of communications with emphasis on proposals, donor communications, presentations and speaking notes
10. Ability to manage multiple projects with various timelines and handle competing, changing priorities
11. Flexibility to attend evening and weekend events on occasion
12. Passion or understanding of the Canadian military, and fluency in French (verbal and written) are assets

True Patriot Love thanks all applicants for their interest; however, only those under consideration for the role will be contacted. True Patriot Love encourages applications from all qualified candidates, including Veterans, as well as those who identify as Indigenous, Black, and racialized, people of all gender identities and sexual orientations, and persons with disabilities. Please advise in advance if you require any accommodation during the application or selection process.

Interested applicants should visit our website at <https://truepatriotlove.com/>.

E-mail applications preferred. No phone calls, please.

Salary Range: \$60,000 – \$65,000 / year

Deadline for applications: September 25, 2023, at 12:00PM EDT

Submit applications including a cover letter, resume and two (2) writing samples, preferably one (1) story one (1) fundraising pitch to: hr@truepatriotlove.com

NOTE: To reduce the number of “spam” responses to this posting, respondents must include the following text in the subject line of your e-mail: “Officer, Communications.”