

## Job Posting

Position title	<b>Manager of Content and Communications</b>
Department	Philanthropy
Reports to	Director of Philanthropy
Job Type	Permanent, Full-Time
Location	Toronto, ON Canada – hybrid working with two-days in-person in-office

### Organization Overview:

Amref Health Africa is Africa’s leading health non-profit organization. Africa-led and Africa-based, we have been headquartered in Nairobi, Kenya since our founding in 1957. We partner with communities in over 35 countries reaching more than 7.8 million people to sustainably strengthen fragile health systems so that improvements in access to life-saving health care can last for generations to come. In addition to 8 country offices in Africa, Amref has 10 offices in Europe and North America supporting our wide array of programs in Africa.

Amref Health Africa in Canada’s key work includes project management, revenue generation and generating awareness. Amref Health Africa in Canada celebrates its 50th anniversary in 2024. Learn more at [www.amrefcanada.org](http://www.amrefcanada.org)

### Vision: Lasting health change in Africa

**Values: Integrity:** Demonstrating high ethical standards in all our dealings.

**Quality:** Ensuring excellence is core to our planning and execution.

**Ubuntu:** Embracing compassion based on our fundamental shared humanity.

**Leadership:** Amref Health Africa believes that leadership is about mindset and actions, not just titles, and we strive to be leaders both within our organization and in our industry.

### Position Summary

Are you a dynamic communicator with a passion for global health and philanthropy? Amref Canada is looking for a Manager of Communications to elevate our brand and drive engagement with key audiences. You'll play a crucial role in promoting our vision and strategic goals, collaborating across our global organization and with funders and programs in Canada.

## Major Responsibilities

### Brand and Assets

- **Manage and Develop Branding:** Ensure Amref Canada's branding and visual identity are consistent across all platforms.
- **Global Brand Guidelines:** Enforce brand guidelines to maintain a unified image in the Canadian market.
- **High-Quality Content:** Plan, write, and edit internal and external communications, including media materials, reports, presentations, and web content.
- **Thought Leadership:** Create content that showcases Amref's expertise and impact in global health.
- **Crisis Management:** Handle reputation issues with the Executive Director and Director of Philanthropy, managing reviews and social media.
- **Strategy Evaluation:** Regularly assess communication strategies and materials to meet objectives and adjust as needed.

### Content Oversight, Strategy, and Planning

- **Annual Communications Strategy:** Develop with the philanthropy team, aligned with Amref's mission.
- **Editorial Calendar:** Create and implement a detailed plan, adaptable to new opportunities and challenges.
- **KPIs and Metrics:** Establish and track clear metrics for communications performance, adjusting as needed.
- **Global Collaboration:** Share best practices with global colleagues, attending meetings and reviews.
- **Budget Management:** Prepare and monitor the Communications budget, ensuring efficient resource use.

### Fundraising and Donor Relations

- **Ethical Storytelling:** Use Amref's model to share impactful stories and build trust with donors.
- **Donor-Centric Materials:** Create tailored communications to boost fundraising efforts.
- **Omni-Channel Campaigns:** Coordinate with the Philanthropy team for consistent messaging across platforms.
- **Community Outreach:** Assist with outreach to support organizational goals and fundraising success.
- **Develop Proposals,** donor journeys and other fundraising materials

## Program Communications

- **Program Understanding:** Know the funded programs where Amref Canada is a lead or partner.
- **Communications Expertise:** Support the Programs team with funder reporting and highlight program impacts.
- **Funder Collaboration:** Work with funder communications teams for program announcements and maintain strong relationships.
- **Prepare** internal and external communications related to program updates and announcements
- **Ensure communication best practices** and standards are consistent across the entirety of the programs

## Digital Communications

- **Website Management:** Update and manage the website content.
- **Social Media Policy:** Develop and enforce social media guidelines.
- **Digital Presence:** Oversee digital presence, including multimedia content and social media.
- **Content Creation:** Create and optimize engaging content for social media, staying current on trends.
- **Analytics:** Use data to measure and improve digital communications.
- **CRM Marketing:** Collaborate with the Philanthropy team on CRM activities.
- **Staff Training:** Provide resources for staff on digital tools and policy adherence.

## Knowledge

- **Experience:** 3+ years in marketing and content development in the nonprofit sector, with relevant education or experience.
- **Philanthropic Understanding:** Strong interest in and understanding of philanthropic issues.
- **Positioning Knowledge:** Understand Amref Health Africa's unique positioning in Canada.
- **Database Skills:** Experience with content management systems

## Skills

- **Relationship Management:** Strong empathy and communication skills with diverse donors and stakeholders.
- **Ethical Standards:** High ethical standards and ability to handle sensitive information confidentially.
- **Team Collaboration:** Work well in cross-functional teams in a dynamic environment.
- **Values-Driven:** Passion for development, donor relations, and global issues.


- **Change Leadership:** Lead and implement change for continual improvement.
- **Communication:** Excellent writing and presentation skills.
- **Time Management:** Exceptional task prioritization and decision-making skills.
- **Adaptability:** Flexible and responsive to changing circumstances.
- **Organizational Skills:** Self-directed with strong organizational skills and attention to detail.

### Benefits

- **Impactful Work:** Contribute to global health and philanthropy.
- **Creative Freedom:** Bring your bold ideas to life.
- **Global Network:** Engage with an international team dedicated to making a difference.

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If you're ready to take on a role where your creativity and strategic thinking can make a real impact, apply now! Let's redefine communications together.

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