



**JOIN OUR TEAM. UNLEASH YOUR FULL POTENTIAL. DEFY NORMAL.**

## **SENIOR MANAGER, THOUGHT LEADERSHIP & EXECUTIVE COMMUNICATIONS**

---

<b>Organization:</b>	Plan International Canada
<b>Reports to:</b>	Director, Public Relations & Communications
<b>Location:</b>	Toronto (Mount Pleasant & Eglinton)
<b>Status:</b>	Full-time, permanent

**What can you expect from joining a leading organization in the global movement to advance children’s rights and equality for girls?**

An inspiring team of intelligent disruptors that challenges themselves to Defy Normal – to be bold, insightful, focused and innovative.

We are one of Canada’s Most Admired Cultures and here’s why: together, we have created a climate of trust and inclusivity – where diversity in people, ideas and approaches is not only respected, it’s encouraged. We are empowered to command change and build powerful partnerships, with support from passionate leaders to unleash our full potential and learn, lead, decide and thrive.

Further information can be found at: [plancanada.ca](http://plancanada.ca)

### **The Position**

As part of the Public Relations and Communications team, the Senior Manager of Thought Leadership & Executive Communications will help to position and promote Plan International Canada as a “go-to” thought leader on children’s rights and equality for girls.

Working collaboratively with a team of award-winning communications professionals, you will contribute to building the profile of Plan International Canada’s CEO and experts and positioning the organization as a preeminent Canadian thought leader on gender equality and the rights of children. You will also help to develop, execute and evaluate a bold thought leadership strategy through social media and digital engagement, proactive media outreach, blogging, op-eds, speaking engagements, awards, and events.

You will strategize senior leadership/expert engagement in major events and campaigns such as International Day of the Girl and International Women's Day, among others.

### **What does success look like?**

- Lead the development, execution and measurement of PR, thought leadership and media engagement strategies (both in traditional and online spaces) that are innovative, exciting and stand out in a cluttered and competitive media landscape.
- Develop the CEO's public profile and voice through development of digital media content, influencer partnerships, messaging, blogs, op-eds, press releases, speaking remarks and award submissions.
- Monitor and analyze trending conversations in public sphere to identify opportunities for Plan International Canada executives and experts to engage and provide comment in a real-time and reactive manner, increasing public awareness and credibility of the organization.
- Demonstrating creativity in developing thought-leadership approaches and angles and inserting the organization into topical conversations.
- Developing and executing media and content strategies and tactics for both traditional and digital media spaces. Media pitching, writing press releases and key messages, and coordinating interviews with key journalists and media outlets.
- Successfully designing and coordinating thought-leadership events featuring CEO and experts, as well as Plan International Canada's youth advocates, including panels, keynotes, plenary sessions, etc.
- Lead the strategic cultivation and growth of relationships with Canadian media and influencers, and the maintenance of an up-to-date database of key contacts.
- Develop up-to-date measurement metrics and best practice benchmarks, and lead internal results reporting on PR effectiveness.
- Inspire and manage high-performing team (2 - 3 people) to exceed objectives, while leveraging their collective and individual expertise. Provide clear direction and guidance to team.

### **As our ideal candidate you will have:**

- A proven track record of working with diverse public relations audiences, including top-tier traditional and digital journalists, social influencers, podcasters and bloggers, as well as donor, youth and public audiences – and delivering results. Comprehensive knowledge of the Canadian media landscape (traditional and digital) with existing media relationships and key contacts.
- Past success securing positive and wide-reaching traditional and online media coverage, thought leadership and profile opportunities for brands and individuals.
- A proven interest in, and understanding of, the current cultural climate and trending conversations of the day, particularly in relation to gender equality and children's rights.
- Fluency in, and aptitude for, digital communications as well as track record of securing media coverage.
- Exceptional ability to communicate complex information in an accessible way for a non-technical audience, and in creating opportunities to highlight the expertise of Plan International Canada and its CEO and experts.
- Demonstrated ability to write/edit/proofread and develop compelling content for a variety of formats that positions organizational and executive thought leadership.
- Demonstrated resourcefulness, innovation, creativity, and initiative – coupled with project management and organizational skills of the highest caliber. Experience managing multiple projects with competing deadlines in a fast-paced environment.

- Team player with a positive attitude who can work as part of a multi-disciplinary team in a matrix environment. Experience working directly with senior executives.
- Demonstrable experience as a leader/mentor of a high-performing communications team with an ownership and results-driven mindset.

**How to apply:**

To express interest in this exciting opportunity to join a dynamic organization and a high performing team please forward your CV and covering letter, outlining your skills, experience and salary expectations to [gethired@plancanada.ca](mailto:gethired@plancanada.ca). Please reference **Senior Manager, Thought Leadership & Executive Communications** in the subject line. Review of applications and interviews will take place on a rolling basis.

Plan International Canada is an inclusive workplace, and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the bona-fide requirements for the open position. Applicants need to make their requirements known when contacted.

Consistent with our Safeguarding Policy the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

Applicants must be eligible to work in Canada for the duration of the work term. Proof of eligibility will be required.

Plan International Canada sincerely thanks all applicants for their expressed interest in this opportunity however only those selected for an interview will be contacted. No phone calls please.

**Thank you for your interest in a career at Plan International Canada!**