



Position	Department
Communications and Marketing Manager	Finance and Administration
Incumbent	Location
Vacant	Ottawa Office – hybrid (2 days in the office, 3 days remote at home office)
Reports to	Date of Last Revision
VP, Administration and Finance	February 27, 2025
Peers	Subordinates
Director of Affiliation Director of Development Director of IT	Communications team members

## **POSITION OVERVIEW**

The EFC is seeking a **Communications and Marketing Manager** to lead a dynamic communications team, to strengthen our brand, to coordinate the EFC’s various communications platforms, to advance our digital presence, to produce various digital and print resources to equip EFC affiliates, and to extend the reach of the EFC’s ministry.

The Evangelical Fellowship of Canada (*l’Alliance évangélique du Canada*) is the national association of evangelical denominations, post-secondary schools, organizations and congregations in Canada. Since 1964 the EFC has provided a national forum for Evangelicals, fostered ministry partnerships, conducted research on religious and social trends, and provided a constructive voice for biblical principles in matters of public life and policy.

The EFC operates three centres: the Centre for Faith and Public Life, the Centre for Ministry Partnership and Innovation, and the Centre for Research on Church and Faith. In addition to supporting communication needs for the three centres, the Communications department produces the national magazine *Faith Today*, podcasts, videos, webinars, newsletters and other print and digital resources.

## **WHAT WE OFFER**

- Relative to the charitable sector, a competitive salary and benefits package.
- A supportive and collaborative work environment rooted in Christian beliefs and commitments.
- Opportunities for professional development and growth.
- The chance to make a meaningful impact through your work.

## **POSITION REQUIREMENTS**

The person in this position must annually agree to and sign the EFC's statement of faith, be in agreement with the EFC's Objects, and sign and abide by a code of conduct and expectations of EFC employees. The person in this position is expected to uphold the organizational ends of the EFC as set by the EFC Board of Directors in fulfilling the Position Description.

The Ends of the EFC are:

- EFC Affiliate leaders will lead with theological soundness and prophetic imagination in the face of current and future challenges in the wider world for common gospel mission.
- EFC Affiliates will be effective advocates for the marginalized.
- People of all faiths in Canada will live out their religion freely and participate conscientiously in all sectors of society.
- EFC Affiliate leaders and others will unite for strategic conversation and creative collaboration, for peaceable and visible action in common gospel mission.

## **EDUCATION AND EXPERIENCE**

*Essential:*

- Bachelor's degree in communications, marketing or a related field.

*Desirable:*

- Graduate degree in communications, marketing or a related field.
- Some formal biblical, theological and/or Christian ministry education (e.g., courses, diploma, degree, certification).

## **CORE COMPETENCIES**

*Essential*

- A strong personal commitment to Jesus Christ and regular participation in an evangelical church.
- A good awareness of the Canadian evangelical culture.
- Strong interpersonal, oral and written communication skills.
- Proven experience in a similar role, preferably in the nonprofit or faith-based sector
- Expertise in digital marketing, including social media strategy, analytics and content creation.
- Familiarity with AI tools and their applications in content creation and analytics.

- Proficiency in design tools (e.g., Adobe Creative Suite, Canva) and content management system (CMS) platforms (e.g., WordPress, Substack, Kentico)
- Knowledge of trends in communication, marketing and fundraising within the charity sector.
- Ability to collaborate well with internal and external team members.

#### *Desirable*

- Experience working in a Christian or faith-based organization.
- Familiarity with donor relationship management software (e.g., Raiser's Edge).
- A creative and strategic thinker with a track record of driving successful campaigns.

### **RESPONSIBILITIES**

#### *Team management*

- Manage the Communications and Marketing team by providing assignments, guidance, support and professional development of staff.
- Together with the VP Administration & Finance, oversee the implementation of a communications and marketing strategic plan, setting clear goals, monitoring progress and ensuring alignment with organizational strategy, priorities and objectives.
- Foster collaboration within the team and across departments to maintain a consistent and effective brand voice.

#### *Brand development*

- Develop and implement a cohesive brand strategy that appeals to the needs of the organization's constituency, and which reflects the organization's Ends, values, priorities and objectives.
- Ensure consistent messaging and visual identity across all communication platforms and materials.
- Create compelling stories that effectively convey the impact of the EFC's work to Affiliates, Evangelicals more broadly and to the wider public.

#### *Communications and marketing strategy execution*

- Together with the VP Administration and Finance, design and implement comprehensive communication and marketing strategies to build relationships with affiliates, donors, partners and other stakeholders.
- Collaborate with directors of the EFC's three centres to help execute each centre's communication and marketing needs relative to their own strategic plans, including but not limited to videos, email campaigns, newsletters, print and online resources, podcasts, webinars and in-person events.
- Together with events planning staff, create marketing campaigns to invite and engage participants.
- Collect evidence of communication and marketing effectiveness in equipping, informing and inspiring Affiliates and the broader evangelical constituency.

- Lead the development and execution of a data-driven digital marketing plan, leveraging social media, email campaigns, SEO, video SEO, and narrative media.
- Oversee management of the EFC's websites, ensuring they are accessible, engaging, up-to-date and aligned with organizational strategy and goals.
- Together with the Senior Leadership Team and the EFC's Media Relations lead, ensure an emergency communications plan is in place and regularly updated.
- As needed, provide written drafts of correspondence, urgent, or strategic documents on behalf of Senior Leadership

#### *Analytics and metrics*

- Track and analyze key performance indicators (KPIs) across all communication and marketing channels.
- Use data-driven insights to inform and adjust strategies, ensuring campaigns meet and exceed goals.
- Create detailed reports to communicate performance outcomes to stakeholders and leadership.
- Explore and implement artificial intelligence (AI) tools to optimize content creation, digital marketing and analytics tracking.

#### **HOW TO APPLY**

Please submit your resume, a cover letter outlining your alignment with EFC's mission, and examples of your work (e.g., marketing campaigns, writing samples, design projects) to [karen.fishwick@theefc.ca](mailto:karen.fishwick@theefc.ca).