

**The IMFC is an
Ottawa-based project of
Focus on the Family Canada.**



Acknowledging the vital role of marriage and family life in Canadian society, the Institute of Marriage and Family Canada (IMFC) is devoted to effectively promoting the best thinking on how society can support and strengthen the institutions of marriage and family. The IMFC conducts, compiles and presents the latest and most accurate research to ensure that marriage and family-friendly policy are foremost in the minds of Canada's decision makers.

COMMUNICATIONS OFFICER

Location: IMFC, downtown Ottawa

Reporting to: Manager of Research and Communications

Status: Full-time, non-management

The Institute of Marriage and Family Canada (IMFC) is an Ottawa-based project of Focus on the Family Canada. The institute aims to ensure that its research impacts public debate and that current insights and ideas are heard by key leaders throughout society. Focus on the Family Canada has consistently been named one of the 10 Best Christian Places to Work in Canada and is a forward-thinking and dynamic nonprofit where you can boost your career. The IMFC is a congenial, stimulating and informative work environment, well-suited for someone familiar with Canadian politics and interested in social policy.

We are looking for a communications officer with excellent command of the English language in both written and verbal communication, and a passion for online marketing opportunities. This position is responsible for identifying, developing and executing marketing strategies designed to promote the research and policy recommendations of the IMFC, including list building, deliverability management and improving overall effectiveness.

Responsibilities include:

- Developing the IMFC email and communication strategy, including publication release plans
- Designing/implementing online marketing campaigns through Facebook, Twitter, banner ads, etc., and determining effectiveness through online traffic and clickthrough rates
- Producing mass-distributed emails, including content creation, ensuring adherence to corporate brand standards, privacy and security policies, and production processes
- Managing our various email lists and managing "soft" bounce procedures, list selection and email delivery
- Designing, supporting and administering donation campaigns
- Completing daily news scans based upon the relevant IMFC search topics and issues of the day, and contacting national and regional news media to schedule interviews

As the ideal candidate, you have completed a post-secondary degree or diploma in marketing, communications, new media or other comparable disciplines. You bring three years of professional writing experience, preferably in direct mail, public relations, marketing or political/policy communications. You are fully bilingual in French and English. You are proficient working with Microsoft Office, Adobe Acrobat, InDesign, HTML and CSS. You love the challenge of writing for multiple audiences and can demonstrate excellent writing, editing and oral communication skills.

Success in this position requires that you are comfortable managing multiple projects within strict timelines while producing a high volume of written work. Above all, this important role requires an individual who maintains a consistent witness for Jesus Christ, has a courteous, Christ-like attitude in dealing with people, and is able to adhere to our Christian Foundations and Standards agreement.

**If this sounds like you, please submit your resumé
in confidence to 0113@fotf.ca.**