

Director, Public Relations and Communications

About Dying With Dignity Canada

Dying With Dignity Canada (DWDC) is the national human-rights charity committed to improving quality of dying, defending end-of-life rights, and helping Canadians avoid unwanted suffering. DWDC has four strategic priorities:

1. Nurture a more inclusive and diverse end of life rights movement: DWDC will seek out, listen to, and integrate more perspectives in the work that we do
2. Address barriers to accessing a good death: DWDC will lead national advocacy efforts to eliminate obstacles to end-of-life choice, including access to advance requests and end forced transfers
3. Deliver high quality, relevant programs and services: DWDC will provide information, education, and support to individuals, families, and clinicians across Canada
4. Ensure sustainability, resilience, and mission success: DWDC will invest in the growth and development of the organization and its people

DWDC is committed to promoting a culture of wellbeing for our team. We provide extensive benefits and support for all team members so you can focus on doing meaningful work. Our perks include:

- Competitive salary
- Three weeks' paid vacation and paid sick days
- Health benefits, including Employee Assistance Program and additional mental health supports
- Matching Group Retirement Savings Program
- Flexible work hours and hybrid work model
- Opportunities for professional development

Position Description

The Director, Public Relations and Communications will provide strategic and operational leadership to elevate DWDC's voice as a national leader in end-of-life choice and rights in Canada. This role is ideal for a values-driven communications leader who thrives at the convergence of advocacy, storytelling, and strategy. The director plays a crucial role in developing and implementing communication and marketing strategies, handling crisis situations, and building relationships with key stakeholders. They are responsible for overseeing all internal and external communications, ensuring that DWDC's mission, vision and values are reflected in messaging and materials, while maintaining the integrity of the DWDC brand.

The Director also provides leadership to media relations and public affairs and establishes and maintains strategic partnerships with stakeholder and government partners raising awareness and the profile of the organization. The Director provides leadership, supervision and mentoring to the communications team and is responsible for providing strategic and operational insights, ensuring the effective, efficient

and successful implementation of projects. The incumbent has an interest and passion for enhancing quality of end-of-life choice, including medical assistance in dying, for people across Canada.

Reports to: CEO

Direct Reports: Communications and Media Specialist, Digital Marketing Specialist

Salary Range: \$90,000 - \$120,000

Key Deliverables and Responsibilities

1. **Leadership:** Provide strategic and operational leadership to the communications team, including two direct reports and external consultants as needed. Contribute to DWDC's leadership team discussions, offering insight into brand positioning, storytelling, and public engagement strategies.
2. **Communications Strategy:** Develop and maintain an integrated public relations and communications plan in alignment with DWDC's strategic plan. Anticipate and analyze public relations' risks and issues for the organization and lead the organization's response. Advise the CEO and senior leadership team on communications strategy and execution. Monitor and analyze public opinion and legislative developments that may impact the organization's operations and/or public image.
3. **Partner Engagement and Media Relations:** Establish and support strategic relationships with key partners, including community and government relations. Provide leadership to DWDC's media strategy and media relations.
4. **Communication and Reporting:** Ability to leverage strong written and verbal communication skills and tailor messaging for diverse audiences. Deliver proactive reports to funders, team members, and key partners on activities, and contribute to the writing and dissemination of various written products, including funding reports, government relations materials and submissions and program reports.
5. **Financial Management:** Lead the development, monitoring, and management of the communications budget, ensuring effective use of funds, sound forecasting and alignment with organizational priorities. Effectively source and work with consultants and vendors to ensure successful outcomes.
6. **Other:** Take on additional tasks, activities and special projects, as they arise.

Skills, Experience, and Qualifications

- Fluency in French and English highly preferred

- Education in Communications, Public Relations, political science, or related field, including university degree, college diploma and/or relevant skills and knowledge gained through practical experience and self-directed learning
- Progressively senior experience in public affairs, public relations, or related roles, providing strategic direction and leadership in communications
- Experience leading and managing high performing teams, ensuring alignment with organizational values and project goals
- Demonstrated experience building, managing and monitoring communications
- Experience building and maintaining effective working relationships with external partners, using strong negotiation and consensus building skills
- Proven history mobilizing knowledge and tailoring resources to deliver key messages to diverse audiences in a compelling manner
- Excellent interpersonal, communication and presentation skills with the ability to communicate effectively with diverse internal and external audiences
- Passion for supporting the end-of-life rights of people across Canada, while considering cultural differences and diverse perspectives on end-of-life care
- Accountable for and able to make strategic and operational decisions that are aligned with DWDC standards and priorities
- Motivated and detail-oriented with the ability to prioritize and meet tight deadlines with thoroughness and accuracy
- Proficiency in the use of all standard office equipment and software packages, including MS Word, Excel, PowerPoint, Outlook, Google, and webinar platforms
- Comfortable with the topic of death, end-of-life conversations, and supporting a community focused on these topics
- Commitment to inclusivity, diversity, equity, and accessibility.
- Occasional and limited travel may be required
- Hybrid role – in office two days per week

This position is vacant.

Working Conditions

This is a full-time position (37.5 hours per week) and requires in-person work at our National Office: 500-1835 Yonge Street, Toronto, ON. Currently, full-time staff are required in office 2 days per week and can work remotely 3 days per week.

Equity Statement

Dying With Dignity Canada is an equal opportunity employer and adheres to fair employment practices. In accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, 2005, accommodation will be provided in all parts of the hiring process, as required. Applicants are

encouraged to make their needs for accommodation known as early as possible during the application process.

We encourage applications from Black people, Métis, Inuit and First Nations peoples, people of colour, people who identify with disability, 2SLGBTQ+ people and people from other equity-seeking groups that face systemic discrimination. DWDC is committed to an inclusive and diverse workplace, and a working environment free from all forms of discrimination, harassment, and violence.

Screening Requirements

The successful candidate will be required to complete the screening process including completion of appropriate background checks. This includes:

- **Reference checks** - We ask that you include the contact information of two references in your application.
- **Criminal and judicial matters check (CRJMC)** – We will ask the successful candidate to complete a CRJMC for the purposes of protecting our clients and organization.
- **Credit Check** – This is a soft credit check which does not impact your credit score and is only required for positions with access to sensitive financial information.

Application Instructions

Applications will be reviewed on a rolling basis until the position is filled, with an application deadline of Friday November 21, at 5 pm. Please send your cover letter and resume to jobs@dyingwithdignity.ca with the subject line: **Application: Director, Public Relations and Communications**

Dying With Dignity Canada thanks all applicants, though due to volume we will not be able to respond to all applications. Only candidates invited for interviews will be contacted. No phone calls, please.

Optional Demographic Survey

There will be an optional demographic survey link included in the email confirming we received your application. This data helps us understand if our applicants are broadly representative of the national population and can help us better plan outreach, equity, and inclusion efforts for underrepresented groups. This survey is completely anonymous; it will not be associated with a specific applicant and will not affect candidate selection.