



About the Samara Centre for Democracy

The Samara Centre for Democracy is Canada's leading non-partisan charity focused on strengthening and protecting Canadian democracy. We want to make it easier for people to talk about and participate in politics. Our research and programs make us a go-to resource for active citizens, educators, policy makers, public leaders and journalists. The Samara Centre has been shaping critical conversation about the health of Canada's democracy since 2007. Our name comes from the winged "helicopter" seed that falls from a maple tree, a symbol of Canada, it reminds us that from small seeds, big ideas can grow.

Role Summary

The **Director of Content & Public Relations** works directly with the CEO to produce high-quality content that helps Canadians understand and participate in their democracy. This is a senior role that blends editorial excellence with strategic thinking. The position exists to strengthen the Samara Centre's authority and relevance by improving content performance and expanding audience reach through innovative, audience-first storytelling. The **Director of Content & Public Relations** takes ownership of content performance and uses sound judgement to actively identify opportunities that enhance the awareness, understanding and support for the Samara Centre's research, programming, resources and policy recommendations. This is a brand new role on our team.

- **Reports to:** CEO
- **Job type:** Full-time permanent
- **Salary:** \$115,000
- **Location:** Toronto / GTA; Hybrid workspace (in office 4 days per week)

Main Responsibilities

- Identify content gaps and optimization opportunities using performance data and strategic priorities; pitch and produce new outputs to address those gaps.
- Manage staff and external specialists to produce diverse, effective, audience-first content formats (e.g., articles, newsletters, podcast episodes, social media, video and events).
- Collaborate cross-functionally with research, marketing, public affairs colleagues and community partners to write well-sourced, clear, and engaging content about/for priority initiatives (e.g. [Verified](#), [MP Exit Interview Project](#), [podcasts](#), [events](#)).
- Bring external perspectives back to the team to ensure engagement efforts are relevant and have a meaningful impact.

- Oversee editing support, including backreads, copy editing, and line editing, to ensure high editorial quality across public facing outputs.
- Oversee the use of analytics tools to evaluate content performance and recommend data-driven improvements to increase reach, engagement, and usefulness.
- Ability to manage multiple projects, deadlines, and shifting priorities.
- Strong attention to detail when reviewing written and data-driven content.
- Occasional public speaking and participation in social video content
- Identify and support profile building speaking opportunities for senior team members.
- Provides coaching, writing of speeches and/or speaking points, briefing notes and other supporting materials for the CEO.
- Leads the Samara Centre's media relations efforts and ensures responses to media inquiries are timely, accurate and strategic.
- Develops and distributes media releases, media kits and fact sheets, and other materials. Tracks and reports on media engagement at regular intervals.

Required

- 7+ years in journalism, strategic communications or equivalent experience
- Strong editorial, writing, editing, interviewing, creative and storytelling skills with the ability to translate complex topics for broad audiences.
- Experience efficiently producing content that has a consistent voice across a range of mediums, categories and channels - capable of bridging a gap between a formal and friendly tone of voice.
- Proven experience with content management, including optimizing existing content and maintaining high editorial standards.
- Experience managing and working with agencies, freelance or contract writers, podcast producers, event producers and other related professionals
- The ability to work quickly and accurately while maintaining strong attention to detail.
- Strong relationship builder and strategic thinker.
- High motivation, self-directed and strong ability to work within tight deadlines.
- Exceptional professionalism and superior organizational skills, unflinching attention to detail and a demonstrated commitment to producing work that has an impact.
- Excellent oral and verbal communication skills.

What We Offer

- Generous Paid Time Off:
 - 15 vacation days
 - 5 days for sick and mental health days
 - Office and team wide winter closure in-between Christmas and New Years (~4-5 days)

- Half-day Fridays in July and August
- Health benefits with a zero dollar deductible and includes vision, prescriptions, dental, and paramedical.
- Annual review of your role level and salary, with corresponding market and cost of living increases.
- Access to a beautiful office located in a historic building near the Annex and Yorkville neighborhoods.

How to Apply

Applications should be a single PDF that includes:

- A resume
- A detailed cover letter explaining your interest and understanding of the Samara Centre's work
- A work sample

Applications will be accepted on a rolling basis until **June 16, 2026**. Interviews will be conducted on a rolling basis and the competition may close earlier if the role is filled. Please send your application to office@samaracentre.ca with "Director of Content & Public Relations" noted in the subject line.

Interview Process

The process from start to finish takes about 4 weeks and will entail the following.

- Step 1: A video/phone call with one of our team members. In this call, we will cover the basics of the role and our organization, and discuss a high level overview of your past experiences, goals, and interest in this role.
- Step 2: A video call with our current CEO and a team member. In this call, we will be digging deeper into your experience in delivering high quality content that has engaged broad audiences.
- Step 3: An in-person meet up in our downtown Toronto office with our CEO and a team member. This is an opportunity to introduce you to the space, talk more about how you'd like to add to our current organizational culture, embody our values, and provide another opportunity for connection.
- Step 4: Offer.

The Samara Centre is committed to a diverse, equitable and inclusive workplace in which everyone is welcomed, valued, and supported. Please advise of any accommodation measures that would enable you to be interviewed in a fair and equitable manner. If you are a member of an equity deserving community we encourage you to self-identify in your application. Information received in relation to identity or accommodation will be kept confidential.