



## Communications and Marketing Director

Hope Story, a mission driven international nonprofit is seeking a Communications & Marketing Director to help advance its work supporting orphans and vulnerable children through locally led initiatives across multiple regions, including South America, Africa, the Middle East, and Canada. The organization is in a season of growth and is looking to strengthen its communications, donor engagement, and storytelling impact.

### ABOUT THE ROLE

**Title:** Communications and Marketing Director

**Annual Salary Range:** \$65,000 – 75,000

**Contract Type:** Full-time, permanent position (40 hours per week)

**Location:** Cambridge (Hybrid 3 days in-person per week)

**Direct Report:** Executive Director

**Supervision:** None

**Job closing date:** One month from posting date (please apply as soon as possible)

**Proposed start date:** April 2026

**Job Posting is for an existing position.**

**Benefits:** Group health benefits (dental services, prescription drugs, vision care, other professional services such as physiotherapy and massage therapy); effective upon successful completion of 3 months probationary period. Paid vacation up to 3 weeks in the calendar year (pro-rated), sick leave, urgent care day, flex time, and professional development support.

### POSITION OVERVIEW

The ideal candidate is a strong storyteller with exceptional communication, marketing, administrative, and strategic planning skills. They can effectively use multiple channels and platforms to broaden our reach and highlight impact stories from the field. This role oversees multi-channel communications and social media marketing, supports donor-facing programs, and coordinates special events. We're looking for someone who genuinely enjoys engaging with people and can confidently represent the mission in public settings.

### KEY RESPONSIBILITIES

Develop a steady pipeline of compelling impact stories that inspire engagement, support, and giving.

Lead and coordinate a comprehensive multichannel communications strategy (website, social media, email marketing, print, and mail-outs).

Ensure brand voice, tone, and quality remain consistent across all campaigns and organizational communications.

Support donor cultivation efforts and execute targeted fundraising campaigns.

Supervise contract marketing and design professionals producing digital, video, and print content.

Represent the organization at community events, churches, fundraising functions, and donor gatherings.

Participate in occasional international travel to support organizational events and field-based storytelling.

Monitor and analyze KPIs for campaigns, digital engagement, website performance, and social media.

Oversee website content, updates, SEO, and overall user experience, ensuring alignment with organizational priorities.

Contribute to leadership and strategy meetings to maintain consistency across organizational communication and direction.

## **QUALIFICATIONS**

Post-secondary education in communications, journalism, public relations, marketing, or related discipline (masters preferred).

Strong storytelling abilities with the skill to engage and inspire a wide range of audiences.

Demonstrated success developing and executing communications strategies (nonprofit or charitable sector experience an asset).

International travel experience with the ability to adapt to cross-cultural settings

Confident public communicator, comfortable presenting in faith-based or church environments.

Highly organized, detail-oriented, and able to manage multiple priorities effectively.

Collaborative team member who thrives in a fast-paced environment.

Working knowledge of donor CRM systems (e.g., Neon, Salesforce, Bloomerang, Raiser's Edge).

## **APPLICATION REQUIREMENTS**

Please submit your resume and cover letter as a merged single PDF document to [admin@hopestory.ca](mailto:admin@hopestory.ca).

All applicants must be aligned with the organization's mission and values.

## **Required career level**

- Executive/Leadership

**Years of experience (Optional)**

- 3 - 5 years of experience

**Salary range**

- \$65,000 - \$75,000 per year

**Required languages**

- English

**Required skills**

- Digital Marketing
- SEO
- Technical knowledge
- Office applications