



Development & Communications Director

At Green Economy Canada we envision an economy where environmental sustainability, human well-being, and business success are synonymous. Our mission: to launch, grow and promote a network of local hubs engaging business to drive the sustainable economy.

Green Economy Canada (formerly Sustainability CoLab) works with community organizations to launch, grow, and promote Green Economy Hubs across Canada. [Green Economy Hubs](#) support networks of local businesses – [Green Economy Leaders](#) – to set and achieve sustainability targets. Hubs bring together, empower, and celebrate businesses as they achieve their goals.

Green Economy Canada builds capacity in community organizations to deliver impactful sustainability programs for businesses by providing training, resources, peer support, connections, and access to partnerships. We leverage the collective impact of Green Economy Hubs to mobilize network-wide funding, engage in policy discussions, and share stories of success to demonstrate that a sustainable economy is possible.

Position Overview

Green Economy Canada's Development & Communications Director leads on ensuring the organization has the funding needed to achieve its desired impact as well as building the organization's brand and profile. Their primary focus is leading fundraising to achieve strategic objectives and revenue targets and overseeing the organization's communications.

Term: Full-time permanent

Annual Compensation: \$71,400, plus \$1,500 health allowance

Ideal Start Date: Mid-November

Location: Flexible (preference for Waterloo Region, Toronto or Ottawa)

Reports to: Executive Director

What does the Development & Communications Director Do?

Fundraising - 70%

- Work with the Executive Director to develop a fundraising strategy and revenue targets for Green Economy Canada to achieve its 5-year goals and increase its financial self-sufficiency
- Ensure follow through on commitments to grantors, sponsors and government funders and generation of strong value for all parties
- Execute fundraising strategy in line with revenue targets across each of:
 - **Value-Add Revenue:**
 - Act as the primary relationship holder for prospective host organizations interested in exploring their community's readiness for Hub development
 - Refine our unbundled, "pay-as-you-go" offering for these organizations and explore new value-add revenue streams
 - **Grants:**
 - Lead on prospecting grantors, completing grant applications and fulfilling grant reporting requirements
 - Act as the primary relationship holder for prospective, current and historical grantors
 - **Corporate Sponsorship:**
 - Refine Green Economy Canada's sponsorship package and identify new sponsorship strategies
 - Prospect and secure sponsorships that benefit both Green Economy Canada and Green Economy Hubs
 - Act as the primary relationship holder for prospective, current and historical sponsors
 - **Government Fundraising:**
 - Identify and lead on securing provincial and federal funding as opportunities arise to support Green Economy Canada and Green Economy Hubs
 - Act as the primary relationship holder for public servants and political staff

Communications & External Relations – 30%

- Oversee Green Economy Canada's communications budget and strategy
- Support and mentor one direct report (Communications Manager), ensuring this person has the direction and resources needed to excel in their role. Priorities include:
 - Increasing Green Economy Canada and Green Economy Hub's reach, brand and national profile through tactics such as storytelling, traditional and social media, an annual report and event
 - Evaluating the impact of our communications efforts

Key Skills and Characteristics Required to Succeed in this Role:

- Demonstrated experience with strategic planning and evaluation
- Proven experience developing and cultivating relationships with funders and writing grants, with a track-record of securing revenue from corporate and public sources
- Expertise in communications planning and implementation, such as social media, web-content, funder communications, events and media relations
- Demonstrated experience leading and mentoring teams
- Fosters a culture of diversity and inclusion
- Exceptional spoken and written communication and interpersonal skills
- Proven self-starter with a drive for results
- Thrives in a fast-paced and collaborative environment

To Apply:

Please send a resume and cover letter to Sarah Van Exan, Managing Director at hr@greeneconomy.ca Please also indicate in your email how you learned about this opportunity. Interviews will begin on October 25th. We sincerely thank all applicants, however, we will only be able to personally contact those applicants selected for an interview.

Green Economy Canada is an equal opportunity employer where a diverse mix of talented people do their best work because of, not in spite of, our differences. We are committed to providing an inclusive and welcoming environment for all staff, volunteers, members, subcontractors, and vendors in all our activities and operations, regardless of race, color, religion (creed), gender identity, gender expression, age, national origin (ancestry), dis/ability, marital status, or sexual orientation.

What's it Like Working at Green Economy Canada?

At Green Economy Canada, we seek to blend the nimbleness and autonomy of a small team with the influence and opportunities afforded to a national network.

- We are bold, ambitious and optimistic. Our vision is for an economy that makes environmental sustainability, human well-being, and business success synonymous.
- We care about what we each accomplish, not where we work from or how many hours we put in (we work remotely, but gather as a virtual team daily and in-person at regular intervals).
- We want working together to feel effortless and the ways we work together to be intuitive.
- We embrace innovation: we're willing to take risks, we know we'll make mistakes along the way, and we push ourselves to apply what we learn each time. At Green Economy Canada, it's okay to fail.
- We have fun, enjoy working together, and laugh often.



- We're not satisfied with the status quo: we don't think "because that's how it's always been done" justifies a course of action. We challenge each other, think critically, and strive for objective decision-making.

Learn More About Green Economy Canada:

- Visit greeneconomy.ca
- Check out our most recent [annual report](#)
- Check out this [3-minute video](#) on Green Economy Canada & Green Economy Hubs
- Join the conversation on Twitter [@greeneconomyca](https://twitter.com/greeneconomyca)