



Communications & Events Director

At Green Economy Canada, we envision an economy where environmental sustainability, human well-being, and business success are synonymous.

[Green Economy Canada](#) is a national non-profit accelerating Canada's transition to a vibrant and inclusive net-zero future. We lead a network of [Green Economy Hubs](#) across the country that bring together, support and celebrate businesses in taking action on climate change and building sustainability into their operations. To date, over 600 businesses have been supported to collectively reduce over 225,000 tonnes of GHG emissions -- the equivalent of removing over 69,000 cars off the road each year. Join us in making business better, together!

The Opportunity

Are you a strategic and creative leader with a knack for crafting narratives, building relationships, and convening authentic conversations? If so, we want you on our team!

Green Economy Canada is seeking a dynamic Communications and Events Director to lead the development and execution of a cohesive communications and events strategy that will build momentum towards a sustainable economy across the country. Through guiding and empowering our communications and events team, you will be responsible for shaping our brand voice, growing our profile, fostering meaningful connections with our audience, and amplifying our impact through engaging events. As a member of our Senior Leadership Team, you will also play a pivotal role in shaping organizational direction, and ensuring that Green Economy Canada is a place where all team members can thrive.

Ideal Start Date: Immediate

Term: Full-time, permanent position

Salary: \$84,000 / year

Benefits:

- Health and dental package or \$2,000 health and wellness allowance/year (if opting out of benefits due to spousal coverage)



- Access to TELUS Health Employee Assistance Program
- \$60 / month home office stipend
- 3 weeks vacation time + 2 weeks shut down over December holidays and other time off benefits including Summer Fridays (bi-weekly Fridays off during July and August), and eligibility for Green Economy Canada's statutory holiday policy which provides 12 stat holidays per year.
- Flexible work arrangements to maintain a healthy work-life balance and access to a professional development budget and dedicated work time to pursue PD opportunities.
- A strong collaborative culture, meaningful work and awesome teammates!

Location: Remote work, must be located in Canada.

Reports to: Executive Director.

Direct Reports: Communications Manager, Events Manager (*to be hired*)

What Does the Communications and Events Director Do?

Marketing and Communications

- Develop and oversee the implementation of a comprehensive and coordinated communications plan.
- Oversee all aspects of content creation and strategy, including press releases, website content, social media content, Annual Reports, case studies, marketing materials and communications campaigns.
- Nurture media relations, proactively pitching stories, responding to media inquiries, and building and maintaining strong relationships with media outlets, journalists, and influencers.
- Cement our reputation as a thought leader, securing high value speaking engagements and ensuring we're "at the table" for key discussions that shape the business net-zero transition.
- Serve as a strategic advisor to Green Economy Canada on all communication matters and acts as an alternative public spokesperson for the organization when required.
- Guide the communications team to craft compelling and consistent messaging across all mediums and uphold brand standards.
- Assess the success of our marketing and communication strategies and identify areas for improvement.

Events:

- Support the Events team to plan and execute high-value events, including our annual network celebration event, Connect, and our national and local sustainability events season for members.
- Work with the Events and the Sustainability and Innovation Teams to develop and implement capacity-building and convening strategies to foster strong peer connection, collaboration, and sense of community for business members across Canada.
- Evaluate the success of our educational events and peer connection activities and identify strategic areas for improvement.

Leadership and Team Enablement:

- Lead and inspire a team of communications and events professionals, providing coaching and mentorship to enable staff to flourish and remove obstacles to success.
- Foster a collaborative, psychologically safe and high performing work environment.
- Develop and oversee annual marketing and national events budgets.
- Lead quarterly and annual priority setting with the communications and events team, bringing a results-focused and learning mindset to achieve organizational goals.
- Identify and support the implementation of systems and practices that ensure that work is streamlined, coordinated, and high quality, and that projects are delivered on time and within budget.
- As a member of the Senior Leadership team, provide strategic and candid input and support decision-making that holds our mission and the best interests of the entire organization at heart.

What We Hope You Will Bring

Relevant Experience:

- Work experience (8+ years) and/or formal education in marketing & communications, events, sustainability, business, or a related field.
- Experience developing communications plans and strategies, and working with multiple stakeholders in a fast-paced evolving environment.
- Experience planning and executing successful events, particularly for a business audience.
- Demonstrated success in managing significant projects from conceptualization through to implementation on time and on budget.
- Media engagement and public relations experience is an asset.

Technical Chops:

- Exceptional writing skills to produce compelling, jargon-free copy, and a demonstrated ability to adapt tone and voice to suit different mediums and audiences.
- Bilingual proficiency in English and French is a major asset.
- Proficiency with communications tools and platforms like MailChimp, Wordpress, Google Analytics, Adobe InDesign, Canva, Instagram, and LinkedIn.
- Graphic design skills are an asset.
- Knowledge and experience with business sustainability reporting and frameworks (B-Corp, GRI, TCFD, integrated reporting etc.) is an asset.

Attributes That Will Help You Succeed:

- Conscientious and detail oriented with an ability to effectively plan and manage multiple priorities, be proactive, and build trust that work is completed with quality and care.
- An ability to listen well and form strong relationships with team members and external partners.
- Creativity to keep communications fresh and captivating, and to share stories in compelling ways.
- Critical and strategic thinking to inform key decision-making, and an ability to share perspectives candidly and diplomatically to generate better solutions.
- A learning and resourceful mindset to navigate challenges and new opportunities, and a receptivity to feedback.
- A collaborative work ethic to support a caring, productive and positive work dynamic.
- A values and people-first leadership style that fosters a culture of innovation, empowerment, inclusion and psychological safety.
- Excitement for working in a small but innovative non-profit with ambitious sustainability goals and awesome teammates.
- Integrity, authenticity and a passion for creating transformative impact.

How To Apply

Please tell us a bit about your interest in this role and send a resume to the attention of Priyanka Lloyd, Executive Director at hr@greeneconomy.ca. Interviews will be conducted on a rolling basis starting the week of July 1, 2024 and will continue until the position is filled.

Please advise if you have any accommodation needs - we are committed to ensuring you can participate fully in the recruitment process. We sincerely thank all applicants, however, we will only be able to personally contact those 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, colour, 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 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.

Our Manifesto

Now is the time to transform business-as-usual. From the climate crisis to vast social inequalities, we know the status quo isn't working. Together, we can change this.

It takes all of us — every business and organization across Canada — to seize this moment. It's a matter of rethinking what we do and how we do it, and working together to make it a reality.

Green Economy Canada sees what's possible.

Our network is a place for leaders who are ready to challenge the status quo and make the transition to a vibrant and inclusive net-zero future.

It's a journey we will take with you.



It starts with listening and understanding what can be done differently. It means providing the guidance, tools, and connections to help you succeed. It accelerates when businesses, non-profits and governments join forces. And it ends with seeing how we can do more together than alone.

So, join us, and let's make business better, together.