

## **JOB DESCRIPTION**

### **Public Relations Specialist**

**Title:** Public Relations Specialist

**Location:** Ottawa

**Position type:** Full-time

**Contract period:** 1-year renewable

**Salary:** To be discussed

**Start Date:** as soon as possible

**You have diverse communications experience, with social media, events and promotions and are looking for an exciting opportunity to apply your skills to help survivors of humanitarian disasters?**

**The Humanitarian Coalition has an exciting opportunity for a bilingual *Public Relations Specialist*.**

#### **1. SCOPE OF POSITION**

The Public Relations Specialist plays an essential role to drive our public visibility, engage Canadians and shine the spotlight on our work. Reporting to the Executive Director, this position is part of a dynamic team committed to raising awareness about humanitarian issues and our members work. This position is responsible development and implementation of our overall communications strategy, including generating communications materials of the Humanitarian Coalition in both official languages. During emergency appeals the Public Relations Specialist becomes the point-person for all Humanitarian Coalition media activities.

Tasks assigned to this position include, but are not limited to, supporting the design and drafting of communications plans, website content, drafting of media releases, newsletters and any other communications material of the HC (annual report, social media, speeches, editorials, Q&As, etc.), contacts with the media, developing/improving communications procedures for appeals and organising media events.

Versatile, creative and committed to excellence, the Public Relations Specialist must be driven by a deep personal drive to succeed. In this role, you will be given the tools and materials to convey an incredible story. We count on you to get it out and to use whatever public relations tactics you deem necessary to do so. You will develop extensive relations with relevant media organizations and expand these in ways of your choosing to grow our visibility in and between major international humanitarian emergencies.

The ideal candidate is a highly motivated self-starter and strategic thinker. S/he is a skilled writer in French and English, who has demonstrated experience in media relations, promotion or marketing initiatives. Working knowledge of national media, social media tools and exceptional project management skills are required. Experience with a media agency and/or overseas is a definite asset.

#### **2. QUALIFICATIONS:**

- University degree in journalism, marketing, communications or related field
- Professional experience in marketing/communications and project management with a media agency, corporation or nonprofit organization

- Bilingualism, written and oral, English/French is required and will be tested in the selection process (we require full proficiency in both languages). Please refrain from applying if you are not fully proficient in both languages.
- Proven ability to write clear, concise and compelling prose - articles, press releases, op-eds, ad copy, blog posts and email alerts etc.
- Demonstrated success in writing, editing and coordinating production of publications to tight deadlines
- Demonstrated success initiating proactive media relations programs
- Dynamic presentation and facilitation skills and experience in community building on and offline through events, trainings, campaigns etc.
- Exceptional project management skills
- First-hand experience using social media
- Solid copy-editing skills, strong attention to detail
- Applicable knowledge of relevant computer software (Microsoft Office Suite);
- Highly organized and works well independently;
- Tact and discretion;
- Adaptable and flexible to evolving work requirements;
- International and/or Humanitarian experience an asset;
- Willingness and ability to travel, sometimes on short notice.

### **3. ABOUT THE HUMANITARIAN COALITION**

The Humanitarian Coalition (HC) is a coalition of five Canadian non-governmental agencies (CARE Canada, Oxfam Canada, Oxfam-Québec, Plan Canada and Save the Children Canada) with decades of experience in humanitarian assistance, aid and development who undertake united emergency appeals. The HC and its members have developed joint emergency appeal mechanism and capacity in Canada that seeks to provide donors with an easy way to give, educate the Canadian public, strengthen the humanitarian response sector and make a substantive contribution to reducing the suffering and affirming the rights of those affected by humanitarian crises.

To find out more, visit our website at: [www.together.ca](http://www.together.ca)

### **4. APPLICATIONS**

**If you are interested in joining a dynamic international humanitarian organization, please submit your résumé and cover letter to Nicolas Moyer, Executive Director, at [careers@humanitariancoalition.ca](mailto:careers@humanitariancoalition.ca).**

**Include in "Subject" line: PR Specialist – <YOUR NAME>**

**Deadline for submissions, October 2<sup>nd</sup>, 2015**

All applicants must be eligible to work in Canada.

We thank all applicants in advance, however, only those selected for an interview will be contacted.