

The Campfire Project/Campfire150 Communications and Engagement Manager

Do you love sharing stories? Are you a social media maverick interested in using digital tools to influence civic engagement? If so, keep reading...

The Campfire Project at Carleton University's Centre for Community Innovation (3ci) will celebrate Canada's 150th anniversary with an online, interactive, user-generated platform where Canadians will share stories about their hopes for the future of Canada. As a research project, Campfire aims to increase understanding of how digital storytelling and social media can stimulate civic participation and social change by building a virtual community where citizens are empowered to engage and re-engage with each other through stories.

The Campfire Project envisions transitioning into a social enterprise in 2018.

To find out more visit: www.campfireproject.ca.

We are seeking a curious, digitally social person with a passion for creating positive change to join our team as a Communications and Engagement Manager.

Reporting directly to The Campfire Project's Research Associate, and working in collaboration with project staff, Carleton faculty and volunteers, the Communications and Engagement Manager is a key member of The Campfire Project team providing strategic leadership in the successful implantation of the project's overall communications and engagement strategy (including social media and digital marketing strategies). The Communications and Engagement Manager will also assist with the day-to-day management of the project, staff and volunteers.

The Communications and Engagement Manager will work closely with the Project Manager and the Digital Strategy Manager to ensure the project builds and maintains a strong digital brand and achieves its research objectives of learning through online storytelling.

Terms: Full-time, 19 month contract pending secured funding from September 2016 to March 31, 2018.

Responsibilities:

Leadership:

- Work with the Project Manager/Founder and leadership team, to implement the vision, strategic/operational plan and research plan to guide the project to successful completion.
- Identify, assess and inform the Project Manager/Founder of internal and external issues that could affect the project.
- Act as a spokesperson for the project and represent the project at community activities to enhance the project's profile.
- Ensure that the communications and branding of the project meets the expectations of 3ci, funders, partners and clients; as well as the requirements of Carleton's Human Ethics Board.
- Assist the Project Manager/Founder in the efficient and effective day-to-day operation of the project, including monitoring the performance of junior staff on an on-going basis.
- Assist the Project Manager/Founder and 3ci staff on the filing of any reporting required by funders or Carleton's Human Ethics Board.
- Work with the Project Manager/Founder and 3ci administration to ensure all communications expenditures are done within budget and on time.

Communications:

- Lead the refinement and implementation of a communications and engagement plan with a particular focus on social media strategy.
- Work with the Project Manager and the Digital Strategy Manager, as well as the rest of The Campfire project team by consulting and strategizing to achieve the project's ongoing, iterative research outcomes, digital presence, advertising and marketing goals, and incorporating necessary changes/iterations into the communications plans.
- Oversee the work of service contractors to implement specific aspects of the communications and engagement strategy.
- Lead the development of all copy, blogs, social media messaging, press releases and promotional/marketing materials for the project, including working with staff, volunteers and contractors to have it translated into French and other languages as needed.

Engagement and Community Building:

- Identify and recruit additional partner organizations and participants to expand the project's national network.
- Communicate with stakeholders to keep them informed of the work of the project and to identify changes in the community served by the project.
- Ensure partner organizations and sponsors are getting the support and information they need to fully participate in the project. This will include templates of communication documents, orientation materials and reporting of volunteer opportunities and events via the Campfire150 website.
- Lead the planning and organizing of Campfire150 launch events and community dialogues in conjunction with possible contractors, staff, volunteers and partner organizations.
- Contribute to the transformation of data collected through Campfire150 in order to create an engaging, vibrant online community utilizing, online consumer marketing techniques, gamification, and social marketing to enhance the digital experience for users and partners.
- Participate in the content mediation of the Campfire150 website. Identify content that can be integrated in the project's communications and marketing campaigns. Ensure any inappropriate behaviours or content are removed and all data and audience management is done in a way that adheres to the requirements of Carleton Human Ethic's Board.
- Lead the recruitment of volunteers to assist in the collection of stories at community events across the country and with target audiences in specific communities.
- Establish good working relationships with the academic community, partner organizations, community groups, and other organizations to help achieve the goals of the project.

Essential skills and experience:

- 8-10 years working in communications, the nonprofit sector or the technology sector.
- Proven record in communications planning, community management, and social media strategy.
- Knowledge of social media platforms and the recent offering from all major technology players including Google, Apple, Facebook, Instagram, Twitter, Mailchimp, and;

- Knowledge of the communications and social media challenges facing nonprofits, governments and the voluntary sector.
- Understanding of the need for increased metrics and analytics in order to further online engagement and civic participation within the nonprofit/voluntary sector.
- Commitment to the idea that online storytelling can create social change.
- Excellent written and verbal communication skills with experience copy editing;
- Excellent relationship management skills;
- Ability to prioritize tasks while working with multiple deadlines and multiple stakeholders;
- Detail oriented with strong organizational skills;
- Creative and curious with a strong love of Canada.
- Capacity to work independently and as a member of a team.
- Bilingual in English and French.

Desirable qualities

- Understanding of the planning for Canada's 150th anniversary as well as existing and emerging projects.
- Experience managing staff and volunteers.
- Experience running online advertising campaigns.
- Experience in online engagement, online community building and social media management.

To Apply

Please send us the following to info@campfire150.com with the subject line: "Communications and Engagement Manager" by **noon on September 22nd, 2016**.

- A 300-500 word writing sample (remember we LOVE stories!)
- Cover letter
- Resume

With appreciation for all responses, only candidates under consideration will be contacted. No phone calls please.