

# Job Posting: Communications Director



## What is Efficiency Canada?

Efficiency Canada is a new organization that will provide a national voice for an energy efficient economy. Efficiency is a low-cost and abundant energy resource that must become top of mind amongst policymakers and consumers for Canada to move towards a sustainable future.

Housed at Carleton University, part advocacy organization, part think-tank, part data-driven start-up, Efficiency Canada will **advocate** to make our country a global leader in energy efficiency. We will **convene** people from across Canada's economy to work together to advance policies required to take full advantage of energy efficiency. And we will **communicate** the best research out there to build a more productive economy, sustainable environment, and better life for Canadians.

Our goal is to make energy efficiency – through an economic lens – top of mind for policy makers. To do that, we aim to make the complex, simple; the story, compelling; the stakeholders, heroes; the mundane, exciting.

We are looking for the BEST people to help achieve that goal.

If you are passionate about Canada's energy transition you could be part of building a new organization to accelerate energy efficiency. We are building a fun, mission-oriented, and collaborative culture. There will be opportunities to learn, develop, and strategize. You will be part of the team at Efficiency Canada, and an extended network of sustainable energy allies and experts.

## What we Want you to Do?

The Communications Director will perform the critical task of explaining the benefits of energy efficiency to the public and policymakers. While energy efficiency is often communicated through a "savings" lens, there is an opportunity to augment the message through an economic lens. In addition, benefits such as greenhouse gas reductions, poverty alleviation and health improvements can contribute to the message. Despite touching all these benefits, energy efficiency is still less visible than other sustainable energy solutions. This is why we are looking for someone excited by the communications challenge and the opportunity to communicate to several different audiences.

The Communications Director will play a leadership role in our organization. They will develop a strategy to communicate to the media, government, funders, members and allies. Working closely with the rest of the team we will make energy efficiency a top of mind issue and mobilize energy efficiency constituencies.

The Communications Director will be responsible for developing the organization's brand, media relations, website and social media strategy, overseeing design and production of policy reports, infographics, and will work with the rest of the team to track and mobilize the energy efficiency sector.

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## What are the Qualifications?

- 5+ years of experience in Communications and Media including digital marketing and social media, journalism, public relations and marketing experience
- Strong track record of media placement and an extensive media network.
- Proven experience tackling complex issues and distilling into simple campaigns
- Website design and social media strategy experience
- Experience with customer relations management software or databases an asset
- Graphic design expertise
- Public policy experience an asset
- Passionate commitment to the mission and objectives of Efficiency Canada
- Fluent in both English and French

## Preferred Start Date

July, 2018

This position is based in Ottawa (Carleton University). Other locations will also be considered.

## Salary/Benefits

Commensurate with qualifications and experience.

## How to Apply

Send a cover letter and resume to [info@efficiencycanada.org](mailto:info@efficiencycanada.org) and use "Communications Director (your name)" in the subject line.

## Deadline for Application

5:00pm, May 30, 2018

## Carleton University's Employment Equity Program

Carleton University is committed to equity in all aspects of employment. The University is dedicated to the elimination of discrimination and harassment; the removal of systemic barriers and the promotion of employment equity. This commitment is clearly articulated in the University's Human Rights Policies and Procedures.

Carleton University is a federal contractor and complies with the Federal Contractors Program, the purpose of which is "to achieve equality in the workplace so that no person shall be denied employment opportunities or benefits for reasons unrelated to ability and, in the fulfilment of that goal, to correct the conditions of disadvantage in employment experienced by (the four designated groups) women, Aboriginal Peoples, persons with disabilities and members of visible minorities by giving effect to the principle that employment equity means more than treating persons in the same way but also requires special measures and the accommodation of differences."