

Kids Brain Health Network (KBHN) is a national network that puts science to work for children with neurodevelopmental disabilities. We support the implementation of cutting-edge research and use evidence-based solutions. Most importantly, we put kids and families at the heart of what we do. With funding from the federal Strategic Science Fund (SSF) program and other partners, KBHN has invested over \$100 million into projects and initiatives so kids can live their best lives.

Reporting to the Chief Operating Officer, the Communications Manager will lead all aspects of communications work at KBHN. The Communications Manager will be responsible for the development and implementation of the overall communications strategy for the Network, including tactics as they relate to marketing campaigns, corporate communications, government relations strategy, sponsorship, media relations, digital strategy, social media, website development, branding, measurement and event planning.

Key Job Duties

- **Strategic Communications**
 - Develops and executes KBHN's communication strategy.
 - Identifies appropriate audiences, key messaging, channels and tactics.
 - Develop indicators of success and evaluate results.
 - Leads digital media strategy.
 - Creates and executes social media and awareness campaigns.
 - Supports the development of a government relations strategy.
- **Writing**
 - Writes at a professional level of competency, and edits content on the impact of KBHN's work throughout all corporate material.
 - Works with scientific and program experts to ensure content is accurate.
- **Branding and marketing**
 - Develops and executes strategies that raise KBHN's profile with key audiences and identifies and executes on opportunities to enhance KBHN's brand and reputation nationally.
 - Manages the production of communication material to ensure brand consistency.
 - Develops and manages KBHN communication assets.
- **Social Media and Website**
 - Oversees and coordinates the work of Communications Coordinator in this, and other aspects of the portfolio, as assigned.
 - Works with webmaster to ensure essential content is on the website and most up to date.
 - Develops new content when needed.
 - Effectively promotes KBHN initiatives via social media channels to increase awareness and engagement.
 - Works with partner organizations to amplify messages on social media.
 - Ensures social media strategy aligns with communications strategy.

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- **Partnership and event support**
 - Conference 'presence' coordinator (including booths, swag, staffing) both in person and virtual.
 - Liaises with communication counterparts in other organizations to raise awareness and co-deliver messaging.
 - **Media relations**
 - Responds to media inquiries, cultivates and maintains relationships with the media.
 - Conducts media outreach to national and local media outlets.
 - **Other**
 - Supports the production of publications, knowledge sharing events and workshops.
 - Maintains a listserv of contracts in MailChimp and Safes Force.
 - Investigates and coordinates KBHN sponsorship opportunities, makes recommendations, and ensures follow-up and deliverables are met.

Qualifications

- Five to seven years of progressive experience in communications or related field
- Undergraduate degree in communications, journalism, marketing or a related field. Master's degree is an asset. A combination of education in a related field and communications experience would be acceptable.
- Previous employment in a not-for-profit organization and preferably in a health-related field is essential
- Experience in developing and executing communication and marketing strategies
- Experience in content development and measurement for a variety of web and social media platforms (including designing materials for digital platforms)
- Experience developing corporate communications materials and brand management
- Experience in stakeholder and media relations
- Experience in translating scientific materials to plain language
- Experience with website management and social media engagement
- Experience and/or knowledge of the workings of the federal government and working with a Board of Directors is an asset
- A bilingual individual (French/English) would be strongly preferred