

Job Posting

Communications and Marketing Lead

Full-time

The Canadian Mental Health Association Manitoba and Winnipeg is part of a 100-year-old nation-wide non-profit organization that promotes the mental health of Canadians and supports the resilience and recovery of people experiencing mental illness.

The Opportunity

We have a full time position available for a Communications and Marketing Lead to work supporting our organizations communication priorities through CMHA Across Manitoba. The Communication and Marketing Lead will work closely with the leadership team to drive and implement mission-focused strategic communications and marketing.

The Position

Responsibilities and accountabilities include building public awareness and community engagement through media relations, social media, campaigns, events, and internal communications, supporting leadership, executing strategy, and ensuring impactful, measurable communication initiatives on all programs and services. Observing best practices in privacy, trauma and culturally informed approaches, person- centred care and value alignment with CMHA Manitoba and Winnipeg. A full job description is available on request.

Salary to be negotiated within the out of scope leadership scales based on experience and education.

The Qualifications

Required

- Completed degree in Communications, Marketing, Public Relations, or a related field; a master's degree is an asset.
- 5 years of experience in strategic communications, marketing, or public relations, preferably in a non-profit or health-related environment.
- Record of developing and executing successful communication strategies to drive engagement and awareness.
- Written, oral communication, and interpersonal skills, with high political acuity for effective media and partner interactions.
- Experience managing digital platforms, executing social media campaigns, and creating impactful digital content and public engagement initiatives.
- Able to develop, research, and create publications including the annual report, newsletters, web and social media content, media releases, backgrounders, brochures, speeches etc.
- Organizational skills to effectively handle multiple projects and meet deadlines.
- Satisfactory criminal record check, vulnerable sector check and abuse registries
- Legally entitled to work in Canada
- Acceptable work record.

Preferred

- Ability to build consensus, manage multiple partner relationships and inspire confidence in both internal and external teams, including senior leaders.
- Analytical and research skills with the ability to identify issues, trends, and emerging technologies in strategic communications, marketing, media, and public relations.
- Bilingual
- Proficiency in media monitoring to stay informed on relevant news and trends in mental health and well-being.
- Experience working with diverse populations, cultures, and customs.
- Understanding of community-based mental health and well-being.

Total Rewards

CMHA offers an inclusive and respectful culture along with paid leaves for vacation, illness, bereavement, and mental health. A flexible working environment, supporting work life balance, with paid extended health, dental, employee assistance programming and life insurance benefits. A defined benefits pension plan is equally cost shared between CMHA and the employee, long term disability is 100% employee paid, when eligible. There is annual, budgeted support for professional development. Employees enjoy 12 paid general (statutory) holidays per year as well as a paid closure between December 24th at noon up to and including January 1st.

The Process

Please submit your resume and a cover letter by **November 25, 2024**, indicating Competition Number **24-112** to careers@cmhawpg.mb.ca

CMHA will respond to requests for reasonable accommodations throughout the selection process. Please connect if you require any accommodations.

CMHA Manitoba and Winnipeg is committed to our workforce reflecting the diversity of the communities within which we work. As such, we encourage applications from persons with disabilities, members of visible minorities, First Nations, Inuit, and Métis people, people of all sexual orientations and genders, and others who may contribute to the diversity of our staff. Personal experience with mental illness and or addiction, either through self or a loved one, is an asset.

VALUES

Work hard to listen | Support one another | Create strong connections | Be curious | Discover better ways | Focus on impact | Serve with passion | Embrace IDEA – Inclusion, Diversity, Equity, Accessibility | Honour lived experience | Believe it's possible