



JOB POSTING

Job Title: Communications Director, Urban Climate Leadership
Term: Full-time, 2 year (renewable based on funding)
Salary range: \$80,000 to \$95,000 CDN (depending on experience with comprehensive benefits starting on your first day of employment)
Location: Remote in Canada, except Quebec

Urban Climate Leadership, a project of MakeWay, seeks a talented bilingual (French/English) communications professional who is passionate about the role of cities in supporting the health, safety and resilience of their communities, and who wants to join a small and impactful Pan-Canadian initiative.

About Urban Climate Leadership

Urban Climate Leadership is dedicated to dismantling obstacles to equitable climate action by local governments. In acknowledging the distinctive challenges faced by cities, this MakeWay initiative assembles key individuals from across public, private and community sectors to collaboratively advance systems-changing solutions in four critical areas: financing, municipal procurement, insurance, and transportation.

As [Urban Climate Leadership](#) is a project on [MakeWay's Shared Platform](#), the selected candidate will be an employee of MakeWay. MakeWay is a national charity and public foundation with a goal to enable nature and communities to thrive together. We do this by building partnerships, providing solutions, grants, and services for the charitable sector across the country. The Shared Platform is home to over 60+ innovative, community-led projects.

Position Summary

We are seeking a dynamic **Communications Director** to develop and execute a comprehensive communications strategy that enhances Urban Climate Leadership's impact and visibility. This is a new position that involves working with a small remote team with partners

across Canada and globally. The ideal candidate will excel in building a communications approach that is innovative, nimble and reinforces UCL's commitment to thought leadership and action.

The Communications Director will report to the Founder and Lead Convenor and work with the Associate Program Director and a small team of contractors. They will have a strategic orientation, with exceptional written and digital communications skills and demonstrated experience in managing websites, social media and creating effective and engaging content

Key Responsibilities

Strategic Communications

- Develop and implement a comprehensive communications strategy to amplify UCL's mission, programs, and impact.
- Identify and leverage key messaging opportunities to engage diverse audiences, including policymakers, community leaders, funders, and media.
- Monitor and evaluate the effectiveness of communications initiatives and adjust strategies as needed.

Digital and Social Media Management

- Develop and maintain a strong and engaging presence on social media platforms (e.g., LinkedIn, Bluesky and others as relevant).
- Create and curate compelling content, including blog posts, newsletters, graphics, and videos.
- Work collaboratively with external partners and collaborators to amplify relevant content and reinforce collaborative messaging.
- Analyze engagement metrics and adjust strategies to optimize audience reach and impact.

Website & Content Development

- Manage and update UCL's website using Squarespace, ensuring timely, accurate, and visually engaging content.
- Develop content that showcases the work and thought leadership of UCL, including reports, articles, and case studies.
- Work collaboratively with internal teams to ensure website and content align with programmatic goals.

Contact Management System & Outreach

- Oversee the development and maintenance of UCL's contact management system to track and engage stakeholders effectively.
- Ensure seamless integration between communications efforts and stakeholder engagement strategies.

- Maintain an organized database for outreach, partnerships, government and media relations.

Qualifications & Experience

- Minimum **5 years of experience** in communications, marketing, public relations, or a related field. Preference will be given to a candidate with a background in climate communications.
- Proven experience in developing and executing communications strategies in English and French.
- Strong writing and storytelling skills with the ability to create compelling content.
- Experience managing and growing social media presence across multiple platforms.
- Proficiency with **Squarespace** for website management and updating.
- Experience with contact management systems.
- Graphic design, video editing, or digital media production skills are an asset/
- Strong project management skills and ability to work independently and as part of a team.
- Demonstrated experience in managing suppliers and working with graphic designers, videographers, writers and other content creators.
- Passion for supporting local governments in advancing equitable climate action.

How to Apply

Please submit your **resume, cover letter, a portfolio or samples of your communications work and a 250 word response to the following question: *What is the most important role local governments can play in advancing equitable climate action?*** to:

info@urbanclimateleadership.org by March 15, 2025.

Urban Climate Leadership is committed to diversity, equity, and inclusion. We strongly encourage applications from individuals from underrepresented communities and those with lived experience related to climate justice.