



OPPORTUNITY BRIEF

COMMUNICATIONS
MANAGER



STATEMENT OF INTENTION

At ReCover, we prioritize the cultivation of a diverse and inclusive workforce, understanding its critical role in driving innovation and fostering a sense of belonging. Our commitment extends to creating a work environment that authentically represents the communities we serve.

We welcome applications from all interested individuals, placing a particular emphasis on candidates from historically excluded groups. We actively encourage submissions from Black, racialized, Indigenous Peoples, People with Disabilities, members of the 2SLGBTQ+ community, women in non-traditional fields, and newcomers to Canada. Preference will be given to candidates who identify with any of these equity-deserving groups. We invite you to share this information in your cover letter or resume, and we invite you to express your pronouns.

Moreover, we collaborate closely with the P4G search team, who are dedicated to creating a safe space for you to openly discuss your experiences, preferences, and any accommodations that may support you. This partnership ensures that your information is handled with sensitivity and respect.

ABOUT RECOVER

The ReCover Initiative is a non-profit start-up serving all of Atlantic Canada. ReCover is dedicated to reducing energy consumption and improving the wellbeing of Canadians by developing deep retrofit solutions that respond to the climate crisis at speed and scale. We will do this through research and development, programs and services to property owners, and capacity building activities for industry.

Central to ReCover's mission is the removal of barriers hindering deep retrofit implementation, including economic, market, and equity-related complexities. Through targeted programs, ReCover is empowering building owners to understand and finance deep retrofits while inspiring individuals to pursue careers in the green building industry and supporting existing professionals in design and construction to engage in deep retrofit projects. In collaboration with Indigenous communities and equity-deserving groups, ReCover is championing deep retrofit initiatives to address socio-economic disparities and mitigate renovations. By raising awareness and developing retrofit solutions suitable for occupied buildings, ReCover aims to transform lives while reducing greenhouse gas emissions.

As ReCover addresses the challenge of performing deep retrofits, it recognizes the opportunity to safeguard the environment and enhance the quality of life for all.



MISSION

We aim to develop retrofit solutions that respond to the climate crisis at speed and scale. We will do this through research and development, programs and services to property owners, and capacity-building activities for industry.

VISION

Canada's buildings are healthy, resilient, and environmentally responsible.

THIS MOMENT, THIS POSITION

The Communications Manager at ReCover is a strategic leader responsible for overseeing the development and execution of comprehensive communication strategies. This role ensures that ReCover's messaging is consistent, impactful, and aligns with organizational goals. The Communications Manager will lead the communications team, guide content creation, and manage relationships with media and other stakeholders to enhance ReCover's visibility and influence.



HOW WOULD YOU CONTRIBUTE?

- Develop a comprehensive Marketing & Communications Strategy based on market research with building owners/managers, the finance sector, and the labour market industry.
- Lead and mentor the Communications Specialist, in guiding and executing communication strategies.
- Collaborate with senior leadership to align communication efforts with organizational priorities and campaigns.
- Oversee major communication initiatives across projects and departments and marketing campaigns.
- Develop and draft compelling high-quality content across all channels, including press releases, newsletters, social media, and marketing materials.
- Review and approve content to maintain consistency with brand guidelines.
- Manage communication tools and resources, such as program guides and case studies, to meet diverse audience needs.
- Serve as the primary media contact and maintain relationships with key media outlets and influencers.
- Oversee coordination with outsourced marketing firms to ensure alignment with ReCover's messaging.
- Ensure communication materials reflect ReCover's brand identity and values.
- Enforce brand guidelines and oversee updates to ReCover's website.
- Develop and manage crisis communication plans, providing leadership and media training for team members.
- Act as or coach the spokesperson during high-stakes situations.
- Stay updated on industry trends and lead efforts to innovate and improve communication strategies.
- Foster a creative culture within the communications team, encouraging new ideas and approaches.



OUR VALUES

Transparency:

We value transparency in all our interactions, even when faced with challenges or vulnerability. We commit to honesty, ensuring that our communication remains open and candid.

Action:

We embrace a culture of action, recognizing that impactful change arises from doing, not just planning. We prioritize Minimum Viable Products (MVPs) and focus on the small, tangible steps that lead to meaningful results, emphasizing practical implementation over exhaustive planning.

Kindness:

We promote kindness over mere niceness, cultivating an environment of radical candor. We believe that clarity is an act of kindness, acknowledging that avoiding direct discussions can lead to issues. We commit to addressing challenges openly and constructively.

Courage:

We embody courage in our approach to work, manifesting discipline through a strategic use of our time. Our courage extends to communicating and implementing practices that prioritize efficiency and well-being.

The greenest building is the one that already exists.



From forestry, to manufacturing, to administration, to engineering, ReCover has the potential to create thousands of jobs in Canada.

6.7 Tons
of CO₂e stored per building

Using locally sourced, low-carbon materials, we will reduce the carbon footprint of each retrofit project and even build carbon stores.



Many of these materials will be sourced right here in Canada, **so we can rebuild the local economy while creating sustainable careers.**

WHY JOIN RECOVER

- Opportunity to make a significant impact in advancing sustainability initiatives and combatting climate change.
- Collaborative and inclusive work environment that values diversity and innovation.
- Competitive salary and benefits package, including health insurance and professional development opportunities.
- Chance to work with a dedicated team of professionals who are passionate about creating positive change in Atlantic Canada's built environment.



WHAT YOU BRING

- *Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field. A Master's degree is a plus. We also encourage you to apply if you have another relevant combination of education and experience.*
- *Minimum of 5 years of experience in a communications role, with at least 2 years in a managerial position.*
- *Proven experience in developing and executing successful communication strategies.*
- *Exceptional writing, editing, and verbal communication skills.*
- *Strong leadership and team management skills, with the ability to inspire and guide a team.*
- *Experience in crisis communication and brand management.*
- *Proficiency in digital communication tools and platforms, including social media management.*
- *Strong organizational skills and the ability to manage multiple projects simultaneously.*

THE PACKAGE

Salary: \$80,000 - \$100,000

Location Hybrid work, if in Halifax.
Remote position optional.

“*Everyone deserves a home and workplace that is healthy, secure, and affordable. Everyone should be paid well for their work. Solutions must empower and be co-created by communities.*”



WHAT TO EXPECT

- We closely review all applications and read each cover letter (we promise).
- If you are selected as a top candidate, expect an invitation to chat with a Lead Placemaker from P4G. This is someone who treats the recruitment process non-traditionally. We want to get to know what inspires you.
- Selected candidates will proceed to a virtual interview with the Lead P4G Placemaker and 2-3 organization representatives.
- Finalists may participate in a second round interview or skills activity (virtual or in person).
- P4G will check employment references and assist in presenting an offer to the successful candidate.

APPLICATION DETAILS

Apply now by
[Clicking Here!](#)

Applications will be accepted until
October 11, 2024.

Please be sure to include a cover letter that speaks to your experience, but we also want to get a glimpse of your personality.

Don't be generic. Be yourself.