

**LIFESAVING SOCIETY ONTARIO
IN TORONTO, ON
INVITES APPLICATIONS FOR THE POSITION OF
CORPORATE COMMUNICATIONS MANAGER**

Application deadline: Wednesday, July 9, 2025

JOB DESCRIPTION

Responsibilities:

In accordance with strategic plans, approved project briefs and overall marketing and communications priorities and guidelines:

1. Lead the planning and implementation of communications projects to promote the work of the Society.
2. Manage content development and design work by researching, writing and editing content required for print and digital communications and publications.
3. Support the Society's long-term strategic communications efforts – including social media, media relations and brand strategies.
4. Establish, maintain and express the Society's brand and sub-brands using the latest research and brand strategy best practices.
5. Act as a spokesperson for the Society to deliver key messages during media interviews in print, radio and television formats. Plan and design media pitches and events, write media releases and analyze and report on media outreach successes.
6. Build and maintain positive relationships with journalists and media personnel and stakeholders.
7. Direct the day-to-day work of the Communications Coordinator and Communications Administrator by developing and communicating clear expectations and goals, assigning, evaluating and providing feedback on work.
8. Work collaboratively with and provide art direction to the Graphic Designer.

REQUIRED QUALIFICATIONS

Requirements:

- 5-7 years' experience in mid to senior level communications.
- University degree in English, communications, marketing, journalism or similar.
- Experience in media relations - writing press releases and planning media outreach and campaigns, acting as a spokesperson or on air-presenter.
- Exceptional writing and editing skills - experience writing and editing in various formats including technical writing, marketing copy, speeches, policies, etc.
- Advanced social media management skills, including channel growth, influencer marketing, paid advertising and strategic planning.
- Advanced website content management skills and solid proficiency in HTML, SEO, and CSS.
- Strong understanding of branding best practices and brand strategy.
- Email marketing campaign planning, scheduling and execution experience.
- Proficient in graphic design.
- Photography and videography experience an asset.
- Aquatic experience and prior knowledge of Lifesaving Society programs an asset.
- Experience directing staff and leading a portfolio preferred.
- Excellent teamwork, time management and problem-solving skills.
- Bilingualism in English and French is an asset.

Working Conditions: Office environment

Hybrid – In office at 400 Consumers Road, Toronto and work from home.

CONTACT INFORMATION

applyforajob@lifeguarding.com

SPECIAL INSTRUCTIONS

The Lifesaving Society is an equal opportunity employer. We embrace diversity and inclusion in our workplace. We welcome and encourage applications from all qualified candidates. If selected for an interview, please inform us of any accommodation you may require during the process.