



JOB DESCRIPTION | Associate Director, Communications and Marketing (Bilingual)

The Canadian Race Relations Foundation

The Canadian Race Relations Foundation (CRRF) was created in 1996 to reaffirm the principles of justice and equality for all in Canada. The CRRF's mandate is to facilitate throughout Canada the development, sharing, and application of knowledge and expertise to eliminate racism and all forms of racial discrimination in Canadian society.

Reporting to the Director of Communications and Marketing, the Associate Director is a senior communications leader responsible for developing and implementing a bold and proactive media relations strategy and acting as the organization's primary spokesperson.

Leading a Team of Communications Managers, the Associate Director provides leadership in project management, guiding strategic communications initiatives from concept to completion. As a trusted advisor, the Associate Director provides expert guidance on sensitive issues and risk management, while also offering strategic and operational support to the Director.

Position Summary

Job title	Associate Director, Communications and Marketing
Job classification	Non-unionized
Employment Status	Two-year full-time salaried contract
Hours	37.5 hours per week Willingness and ability to travel and attend meetings and events during early mornings, evenings, and weekends, as required.
Work location	Hybrid working setting, with regular in person meetings. Must be able to work on Eastern Time; candidates in Toronto, Montreal, or Ottawa will be considered.
Salary	\$101,908- \$110,313 per annum CRRF offers a comprehensive benefits package, which includes four weeks of vacation, dental, extended health care benefits, life insurance, and 4% of annual income towards RRSP plan.
Probationary Period	6 months

Strategic and Operational Support:

- Support the Director in developing and executing integrated marketing, communications, and public relations strategies to build trust and engagement with communities, partners, media, public institutions, and all levels of government.
- Oversee staffing for a team of three Communications Managers and external consultants, ensuring effective resource allocation and alignment with communication goals.
- Lead and supervise the team, managing workflows, providing strategic direction, and fostering a collaborative and high-performance culture.



- Support the Director with strategic planning, budgeting, reporting and compliance activities.
- Support the development of policies, procedure and guidelines for the department.

Media Relations:

- Develop and implement a bold and proactive media relations strategy to enhance visibility, build trust, and maintain effective media networks.
- Act as the organization's primary spokesperson for press conferences and major announcements.
- Working in consultation with the Director, shape the organization's public narrative and positioning across regions, and provide leadership on sensitive communications and risk management.
- Organize media engagement and respond to media inquiries and public requests.
- Advise the Director and Executive Director on sensitive issues and provide timely advice.
- Supervise internal media management systems and a media contacts database in compliance with relevant legislation (e.g., Privacy, Anti-Spam).
- Measure and report on key performance indicators and success of media relations.

Content Production:

- Supervise the development of general content and public facing communications, including speechwriting and preparation of key materials for leadership, seeking approval from the Director on final messaging.
- Ensure all communications reflect the philosophy, mission, and vision of the Foundation.
- Ensure brand consistency and quality control across all communication channels, including digital, print, and multimedia assets.

Project Management:

- Oversee and optimize project plans, including scope, deliverables, milestones, and resource allocation.
- Develop and implement continuous improvement initiatives for project management.
- Oversee strategic communications projects from concept to completion, ensuring alignment with organizational goals, timelines, and budgets.
- Coordinate cross-functional teams, including internal departments, external vendors, and creative partners, to ensure timely and high-quality deliverables.
- Oversee budgets and contracts related to communications projects, ensuring cost-effectiveness and compliance with procurement policies.
- Track and report on performance metrics, providing insights and recommendations to optimize future communications planning and delivery.

Qualifications:

- Undergraduate degree, college diploma or certificate in journalism, communications, public relations, or a related field – or equivalent experience. Training in race relations, anti-racism, community building and engagement and project management is a definite asset.
- Minimum 3 years of experience developing, implementing and leading media relations, ideally in the public, not-for-profit or association sector.
- Experience and/or familiarity with Crown corporation operational environment/landscape is an asset.



- Minimum 2 years of experience supervising staff, including managing projects. Experience managing unionized teams is an asset.
- Experience as a public-facing spokesperson, including a strong media presence and the ability to represent the organization with professionalism, clarity and care.
- Skilled in risk communication and navigating complex public narratives.
- Advanced political acuity and knowledge and understanding of public policy and legislative issues related to systemic and episodic discrimination, race relations, prejudice and hate crime in Canada.
- Ability to support changing and urgent priorities, and work under pressure with time constraints.
- Fluency in French and English (spoken and written) is essential.
- Proficiency with Microsoft SharePoint (Outlook, PowerPoint, Word, Excel), and other digital, design and project management tools.
- Comfort using Zoom and similar platforms for hosting online meetings and events.
- Passion for anti-racism work, and a demonstrated understanding of the current challenges of racism and the opportunities for advancing anti-racism work in Canada.
- Demonstrated commitment to diversity, equity, inclusion, and accessibility

To Apply:

Please apply using the link below by **May 11, 2026**:

<https://crrf.applytojob.com/apply/BVYExEFPkV/Associate-Director-Communications-And-Marketing-Bilingual>

Some essential and other qualifications will be assessed through your application process.

Proof of eligibility to work in Canada, education, and three professional references from your previous supervisor and coworkers will be requested if you are considered for the position.

Interviews will be held via Zoom. While all applications are appreciated and will be handled in the strictest confidence, only those candidates short-listed for an interview will be contacted. CRRF may cancel, postpone, or revise employment opportunities at any time.

CRRF values diversity and is committed to fostering an environment of inclusion and cross-cultural sensitivity. We encourage applications from Indigenous people, racialized people, people with disabilities, people from gender and sexually diverse communities and/or people with intersectional identities.

We accommodate people with disabilities throughout the recruitment and selection process. Please indicate your need for accommodation in your application.