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# Fisheries Council of Canada

## Manager, Communications

Canada-Ontario-Ottawa: Downtown

Posted: 11 October 2019

## Association Information

Since the Fisheries Council of Canada (FCC) was established in 1915, the Council has been the national voice for Canada's commercial fisheries. Member companies are processors who process the majority of Canada's fish and seafood production. Members include small, medium and larger-sized companies along with Indigenous enterprises that harvest fish in Canada's three oceans. FCC members take pride in being key employers in their communities, providing jobs and creating an economic base for other local businesses.

FCC promotes a healthy resource and prosperous industry playing a vital role in the Canadian economy. It launched, *Canadian Seafood*, a national branding brochure in November 2018, filling a void in sector branding. In May 2019, FCC launched, *CANfish*, a new annual magazine to replace its annual product and services directory. The magazine represents an additional vehicle to tell the sector's story.

The Council is a small but energetic organization that has a growth mandate. Its views are sought by government and Parliamentarians on a variety of issues relating to the sector.

## Job Description

### **About the role:**

The Manager, Communications is a new position, funded by a three-year grant received from Fisheries and Oceans Canada, to address sustainability, public trust, and domestic product availability related market issues. The objective is to raise the profile and improve the reputation of the sector and to increase domestic consumption of Canadian fish and seafood.

Reporting to the FCC President, the Manager, Communications will develop and implement a sector strategy as per the project scope. The issues include, but are not limited to, sustainable fisheries management, marine conservation, species at risk, climate change, marine litter, illegal, unregulated and unreported (IUU) fishing, nutrition, food safety, mislabeling, and more.

The Manager, Communications will work with other FCC staff and members to gather information and conduct analysis as needed to produce communications materials and disseminate as per the strategy and work plan once developed.

**The key accountabilities of this position are to:**

- Interpret content provided by members and others;
- Develop and implement outstanding communications strategies within the scope of the project;
- Protect and strengthen the sector's brand.

**Key responsibilities:**

- Develops/adapts and implements communications strategies and plans as per the project;
- Evaluates each situation and determines the most appropriate way(s) to communicate applying communications best practices (media pitches and advisories, news releases and statements, op-eds and letters to the editor, social media content, etc.);
- Develops and maintains a Communications Toolkit, updating key messages, fact sheets, speeches, material templates and brand assets as required.

**Public & Media Relations:**

- Develops and maintains positive media relationships to attract media attention and position FCC as an authoritative voice for the sector;
- Delivers strategic public relations plans through traditional, online and social media initiatives, including: writing (or adapting from templates) key messages, news releases, fact sheets, op-eds, letters to the editor, spokespersons' Q&As, FAQs, etc;
- Acts as initial point person for media calls;
- Responds to and redirects queries, and finds spokespeople as needed to act on opportunities, using sound judgment to determine involvement;
- Works closely with the FCC President to handle sensitive media queries and responds to issues using protocols and issues management scripts;
- Liaises with external stakeholders to leverage support and coordinate joint media activities;
- Tracks and monitors media calls, interviews, issues-related inquiries and coverage;
- Maintains current media lists;
- Provides analytic media reports to internal stakeholders as needed.

**Education:**

- University degree or College diploma in communications, public relations, or marketing, or an equivalent combination of experience and training;
- A relevant Master's degree would be an asset.

**Experience and Skills:**

- Five (5) years of relevant experience in communications, public relations, or marketing;
- Knowledge of the fisheries sector and/or association environment would be an asset;
- Ability to align plans and activities with organizational goals and objectives and experience in advising senior decision makers;
- Experience and confidence working with reporters, including issues management;
- Experience with writing for various social media platforms;
- Experience with media monitoring and tracking software;
- Experience working with external suppliers, such as PR professionals, event managers, writers, designers, print production, digital and social media.
- Thorough knowledge and understanding of the media market;
- Knowledge of communications strategy development and execution theory, principles and practices;
- Knowledge of communications processes, techniques and activities, including research, strategy, implementation and evaluation;
- Proven success in developing and implementing communications plans and content;
- Excellent written communications and editorial skills in different media, with commitment to quality and strategic understanding of message positioning;
- Superior verbal communications and interpersonal skills, with the ability to deal with all levels of staff, volunteers and suppliers, providing impeccable customer service.
- Excellent digital and computer skills (MS Office Suite, etc.);
- Excellent organizational and project management skills, ability to multi-task and work under tight deadlines with advanced organization skills and strong attention to detail;
- Demonstrable affinity to the FCC's organizational values;
- Dedicated team player possessing an unflappable positive can do' attitude, with demonstrated innovation, creativity and resourcefulness in the form of continuous improvement to internal processes, able to work independently and to collaborate;
- Energetic, proactive self-starter, able to work with minimal supervision and results oriented;
- A willingness to undertake professional development;
- Demonstrates sound judgment and logical thinking when making decisions;
- Able to work in full discretion with sensitive or proprietary information.

**Term:**

This is a full-time position with an end of October 31, 2022, when the funding expires. It is unknown at this time if resources will be available to extend the position on a permanent basis.

**Languages:**

Fluency in both French and English would be an asset

Please send your **resume and cover letter** to [info@fisheriescouncil.org](mailto:info@fisheriescouncil.org).

**Deadline: 15 November 2019**

Any questions can be directed to [info@fisheriescouncil.org](mailto:info@fisheriescouncil.org).

*FCC is committed to ensuring fair and inclusive employment practices. We provide accommodation for applicants with disabilities in accordance with the requirements of the Accessibility for Ontarians with Disabilities Act, 2005. If you require accommodation, please advise us. We thank all applicants for their interest. However, only those applicants selected for an interview will be contacted.*

**Contact Information:**

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