



JOB POSTING

POSTING #: 2026-36

POSITION TITLE: MANAGER, COMMUNICATIONS AND BRAND

THE OPPORTUNITY

Join one of the [Top 10 Canadian Youth Impact Charities of 2022](#) today! Since 2010, Charity Intelligence has awarded Eva's with high marks for financial transparency, accountability to donors and cost-efficiency.

Learn more about Eva's Initiatives and the work that we do.
[About Us - Eva's Initiatives for Homeless Youth \(evas.ca\)](https://evas.ca)

DUTIES AND SCOPE OF WORK

Reporting to the Senior Director, Resource Development and Partnerships, the Manager, Communications and Brand leads the day-to-day planning and delivery of Eva's communications and brand activities in support of fundraising, organizational visibility, engagement and Eva's mission.

Working within Eva's communications strategy and organizational priorities, the Manager develops and delivers integrated communications across digital, fundraising, internal and public-facing channels, manages Eva's website and social media presence, and stewards Eva's brand, voice and visual identity.

As Eva's communications subject-matter expert, the Manager provides advice and recommendations across the organization, working closely with senior leaders, programs, fundraising and other departments to identify communications opportunities and ensure Eva's work, impact and the experiences of young people are communicated clearly, consistently and respectfully.

The Manager brings strong communications judgment, exceptional writing and storytelling skills, and the ability to translate complex organizational and program information into compelling content for diverse audiences.



RESPONSIBILITIES

Communications Planning and Digital

- Develop, manage and implement Eva's annual communications calendar across website, social media, email, newsletters, fundraising campaigns, organizational initiatives and other communications channels.
- Coordinate communications activities with organizational priorities, fundraising campaigns, program initiatives, events and key dates throughout the year.
- Develop engaging digital content that increases awareness and understanding of Eva's work, programs, partnerships and impact.
- Manage Eva's website content, ensuring information is current, accessible, engaging and aligned with organizational priorities and brand standards.
- Manage Eva's social media channels, including content planning, development, scheduling, publishing and engagement.
- Develop and coordinate email communications, newsletters and other digital communications.
- Coordinate photography, video and other digital and creative assets.
- Identify opportunities to strengthen Eva's digital presence and reach new audiences.
- Monitor website, social media, email and digital communications performance and use results to recommend and implement improvements.
- Stay current on communications practices, digital trends and emerging opportunities relevant to Eva's audiences and objectives.
- Apply an understanding of anti-Black racism and anti-oppression principles to all communication and digital marketing activities, ensuring a commitment to equity, diversity, and inclusion.
- Implement strategies that promote social justice and challenge systemic barriers affecting marginalized communities.

Storytelling and Content Development

- Develop compelling stories and content that demonstrate Eva's impact and the journeys, achievements and experiences of young people.
- Work with program teams to proactively identify stories, outcomes, milestones and opportunities that illustrate Eva's work.
- Develop stories featuring youth, staff, donors, volunteers, corporate and community partners and other Eva's stakeholders.
- Translate program information, outcomes and organizational priorities into clear, accessible and engaging communications for different audiences.
- Develop content for Eva's website, social media, fundraising materials, presentations, newsletters, reports, events and public communications.
- Ensure storytelling reflects youth voice, choice and agency and respects the dignity, privacy and autonomy of young people.
- Ensure communications reflect Eva's developmentally informed approach and reinforce positive, strengths-based language about young people experiencing homelessness.

- Work collaboratively with youth and program staff to identify appropriate opportunities for meaningful youth participation in communications.
- Maintain a library of approved stories, testimonials, photography, video and other communications assets.

Brand Management

- Lead the day-to-day stewardship and implementation of Eva's brand, voice, messaging and visual identity.
- Ensure consistent application of Eva's brand standards across organizational communications and materials.
- Provide brand guidance and communications advice to staff and departments.
- Review organizational materials to support consistency in messaging, visual identity, tone and language.
- Develop and maintain communications templates and resources that enable staff to communicate consistently.
- Manage graphic design and creative projects, working with internal resources and external vendors as required.
- Coordinate the development of branded materials, collateral, signage, presentations, reports and other organizational assets.
- Support the evolution and implementation of Eva's brand architecture across Eva's organizational brand, sites, programs and initiatives.
- Identify opportunities to strengthen Eva's positioning, visibility and recognition with priority audiences.

Fundraising Communications

- Work closely with the Resource Development team to integrate fundraising and organizational communications.
- Develop communications and creative content supporting annual giving, major gifts, institutional fundraising, corporate partnerships, stewardship, events and community engagement.
- Coordinate communications for direct mail and digital fundraising campaigns, including campaign messaging, stories, email, digital content, landing-page content and supporting creative.
- Support annual giving campaigns including fall, year-end and other fundraising appeals.
- Develop donor impact reports, stewardship communications, recognition materials and other donor-facing content.
- Support storytelling and communications requirements for foundation, corporate and government funding proposals and reports.
- Develop donor and partner success stories that demonstrate the impact of philanthropic investment.
- Support communications and promotional activities for fundraising and engagement events, including Eva's Golf Classic, Rise and Thrive and other organizational initiatives.
- Ensure fundraising communications align with Eva's overall organizational narrative, program priorities and brand.

Organizational and Internal Communications

- Manage internal communications that keep staff informed, connected and engaged with Eva's mission, priorities and impact.
- Develop organizational announcements, leadership communications, staff updates and other internal communications.
- Support leadership communications related to organizational initiatives, operational changes and significant developments.
- Manage communications content on Eva's SharePoint platform and support SharePoint as an effective internal communications channel.
- Work with departments to ensure important information, resources, achievements and organizational updates are communicated effectively.
- Develop content that supports staff recognition, organizational culture, engagement and connection.
- Work cross-functionally to strengthen consistent organizational language and understanding of Eva's programs, impact and approach.
- Develop communications tools, templates and resources that enable staff and leaders to communicate Eva's work consistently.
- Support internal campaigns and initiatives connected to organizational priorities, values and culture.

Media Relations and Public Awareness

- Identify opportunities to increase Eva's public profile, visibility and awareness.
- Draft media releases, media statements, backgrounders, key messages, speaking notes and other public-facing materials.
- Respond to and coordinate routine media inquiries in consultation with the Senior Director.
- Coordinate media interviews, speaking opportunities and organizational representation at external events.
- Prepare spokespeople with key messages, briefing materials and communications support.
- Build and maintain appropriate relationships with media and community contacts.
- Identify timely opportunities for Eva's to contribute to conversations related to youth homelessness, housing, education, employment and other areas connected to Eva's work.
- Support organizational participation in community events, awareness initiatives and significant national, international and community dates.
- Monitor issues that may affect Eva's reputation or public positioning and bring emerging matters to the attention of the Senior Director.
- Escalate sensitive, reputational, legal or crisis communications matters to the Senior Director.

Publications, Campaigns and Organizational Materials

- Lead communications development and coordination for Eva's Annual Report.

- Develop communications for organizational campaigns, reports, presentations and key publications.
- Coordinate communications requirements for major organizational announcements, program launches, partnerships and events.
- Develop and maintain corporate and organizational presentations and other core communications materials.
- Work with internal teams and external creative partners to ensure materials are delivered on time, within budget and to appropriate quality standards.
- Ensure organizational statistics, program information and impact statements used in communications are current, accurate and supported by appropriate internal sources.

Communications Measurement and Reporting

- Establish and track communications metrics across Eva's website, social media, email and other communications channels.
- Monitor audience engagement, reach, website traffic, email performance and campaign effectiveness.
- Analyze communications results and identify opportunities to strengthen performance.
- Provide regular communications reporting, insights and recommendations to the Senior Director.
- Use communications data to inform content development, channel selection and communications priorities.
- Track progress against communications plans, campaigns and organizational objectives.

Communications Leadership and Cross-Functional Collaboration

- Serve as Eva's communications subject-matter expert and provide communications advice and recommendations to colleagues and leaders.
- Build strong working relationships across programs, operations, fundraising, People and Culture and other departments.
- Work with teams early in the development of programs, partnerships, initiatives and events to identify communications needs and opportunities.
- Help colleagues translate program and operational work into clear messages for internal and external audiences.
- Support organizational understanding of the shared responsibility for protecting Eva's brand and communicating respectfully about young people.
- Manage multiple communications projects, timelines, approvals and deliverables simultaneously.
- Manage communications vendors, freelancers, photographers, designers and other external resources as required.
- Manage communications expenditures within approved budgets.
- Contribute communications expertise to organizational planning and cross-functional initiatives.

SALARY

\$72,801 - \$84,240

QUALIFICATIONS

- Post-secondary education in Communications, Public Relations, Marketing, Journalism, Media, Digital Communications or a related field, or an equivalent combination of education and experience. *Degrees outside of Canada must be evaluated by a recognized certification body to demonstrate Canadian equivalency.*
- Seven or more years of progressive communications experience.
- Demonstrated ability to develop and maintain brand templates, presentations, reports, signage, collateral and other organizational communications is required
- Demonstrated experience developing and implementing integrated, multi-channel communications.
- Exceptional writing, editing and storytelling skills, with the ability to adapt content for different audiences and communications channels.
- Demonstrated ability to translate complex information into clear, compelling and accessible communications.
- Experience managing websites, social media channels, email communications and digital content, including the use of digital analytics and reporting tools to monitor performance, engagement and effectiveness.
- Proficiency with graphic design and content creation tools, such as Adobe Creative Cloud and/or Canva, with the ability to develop and adapt professional branded materials
- Experience developing newsletters, annual reports, impact stories, organizational publications and public-facing communications.
- Experience with brand management and maintaining consistent organizational messaging and visual identity.
- Experience supporting internal communications and organizational engagement.
- Experience coordinating creative projects, designers, photographers, videographers or other external vendors.
- Strong project-management skills with demonstrated ability to manage multiple priorities, timelines and stakeholders.
- Experience using communications analytics and performance information to inform recommendations and improvements.
- Sound professional judgment and the confidence to provide communications advice and recommendations to colleagues and senior leaders.
- Strong relationship-building and collaboration skills.
- Experience in nonprofit, fundraising, social-impact or community-based communications is an asset.
- Experience developing fundraising and donor communications is an asset.
- Experience managing SharePoint is required.
- Experience with content-management systems, email marketing platforms and social media management tools is an asset.

- Certification in Standard level C First/Aid CPR
- Clear Vulnerable Sector Check is required

APPLY

Submit a cover letter and resume in one PDF document by **October 2, 2026** to **careers@evas.ca**. Be sure to indicate **2026-36 Manager, Communications and Brand** in the title. No phone calls, please.

We advise all applicants with work permits that obtaining employment with Eva's will not guarantee the approval of any application for Permanent Resident status and emphasize that Eva's positions may not qualify under the government's Ontario Immigrant Nominee Program (OINP) or Labour Market Impact Assessment (LMIA) initiatives.

Please note that this position is for an existing vacancy, and Eva's does not use any form of artificial intelligence (AI) at any stage of the recruitment process. These stages include candidate screening and shortlisting, assessment and selection.

CONDITIONS OF EMPLOYMENT

<https://www.evas.ca/conditions-of-employment/>

LAND ACKNOWLEDGEMENT

<https://www.evas.ca/land-acknowledgement/>

LOOKING TO LEARN AND GROW WITH US?

Check out all our employment opportunities on our website at <https://www.evas.ca/employment/>

Eva's Initiatives for Homeless Youth

Administrative Office: 60 Brant Street, Toronto, Ontario, M5V 3A8

Email info@evas.ca | Website www.evas.ca

   Connect with us @evasinitiatives