

## Director of Communications

The Discovery Group is a consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Our purpose is to help our clients envision change, determine how to make it happen, and put the necessary tools and skills in place for success. We work with leaders who understand that enhancing the alignment between their purpose, their board of directors, and their essential partners will increase their organization's ability to succeed.

### Our Core Values:

- Always be learning
- Be compassionate
- Make it exceptional

### TDG provides services to support our clients in three interrelated areas of the social profit sector:

- Board Governance & Planning
- Philanthropy and Campaigns
- Search and Leadership Development

You can find more about the firm at <https://thediscoverygroup.ca>

### Overview of the Position

We invite expressions of interest for a Director of Communications, who will play an instrumental role in developing and executing strategies that help uplift the social profit sector.

The Director of Communications is responsible for brand and communications strategy in support of our growth and industry leadership objectives, as well as tactical execution. Working with a dynamic group of industry thought leaders, the role offers an opportunity to develop content that uplifts and informs clients and followers through the insights of our team and learnings from the field.

Reporting to the Managing Director, the Director of Communications will internally support TDG's successful results in communication strategy and branding. This position will serve as the driving force behind *The Discovery Pod*, our sector-leading podcast now at 250+ episodes.

**Specific tasks will include:**

**Brand Strategy:**

- The development and management of the marketing budget.
- Execution of brand strategies to achieve TDG's business goals.
- Conduct market research, competitor analysis, and monitor, identify and report on trends, to inform TDG's brand and marketing strategy.
- Analyze and collect customer feedback to understand brand performance and identify areas for opportunity and improvement.
- Develop and implement brand campaigns that align with overall business strategies.
- Develop and execute thought leadership strategy to support TDG's brand and key business lines, i.e. identify and secure speaking opportunities to reach target/new markets.
- Manage TDG's brand guidelines and consistent use of branded materials across all owned and client-facing channels.
- Responsible for proposal templating and client list updating.
- Tracking and managing marketing activities on CRM.
- Manage the client satisfaction reviews and testimonial process.

**Content Creation & Communications:**

- Responsible for content strategy across TDG in support of the organization's business objectives.
- Design and produce marketing and communications content and collateral, including brochures, social media content, branded templates, etc.
- Manage and create e-mail and other distribution lists for a new monthly newsletter.
- Newsletter content coordination.
- Manage workflow and relationships with select freelancers (graphic design, photographer, video, podcast).
- Responsible for strategy, design and purchase of branded swag and other marketing items to support business objectives and relationship development.

**Digital Content & Strategy**

- Develop a quarterly content strategy to advance TDG's annual targets for activities and audience development.
- Develop and execute TDG's paid digital strategy to support business objectives.
- Plan, produce and promote TDG's signature podcast "The Discovery Pod" - approx. 40 episodes of original content per year.

- Will include (but is not limited to) sourcing guests, managing the recording and release schedule, managing assets (bio, headshot), writing questions, editing episodes, to distribution.
- Plan, refresh, and produce Opportunity Spotlight podcasts, including managing timelines, editing, and social postings.
- Manage TDG's website, including writing and design of new content in alignment with brand and business development strategy.
- Manage TDG's social media channels, notably LinkedIn, including content planning, writing, and audience engagement.
- Develop monthly digital analytics reports that feed into digital content strategy.
- Develop, execute and test new digital communication tactics to support TDG's brand and growth (i.e. newsletter, client video testimonials, etc.)

### Sponsorship:

- Develop and execute a sponsorship strategy for TDG, including proactively seeking opportunities to engage TDG's target clients and managing inbound requests with an annual budget.

### Ideal experience, skills, & competencies

- Aligned to our values.
- Ability to work both independently and as part of the TDG team, reflecting a commitment to TDG's values.
- Exceptional creative copywriter and editor.
- Adobe Suite, Canva - proficient in visual design, template creation .
- WordPress - proficient in managing website function, content updates and minor functional updates.
- Excellent verbal and written communication.
- Highly collaborative and proactive in engaging others.
- Understanding and passion for the social profit sector.
- Service and client-service mindset.
- Expertise with social media platforms (primarily LinkedIn).
- Experience in media buying and printing.

### Additional background and context

We work with the Mac OS and Office 365 (Microsoft Word, Excel, and PowerPoint). We also use document sharing, website, or work-flow apps (e.g.; Teams, SharePoint, OneDrive, Acrobat, Smartsheet etc.)

Our offices are in Lower Lonsdale, North Vancouver, easily accessed by transit. We ask that the Director be in the office with us at least three days per week. This position requires occasional yet predictable flexibility in schedule, including meetings and calls outside of conventional business hours.

We work in a trusting and collegial manner, and it's crucial that all staff are kind and have a sense of humour.

### **Application Process & Contact Info**

Please apply with a cover letter/expression of interest and CV, in the same document. Applications will be reviewed on an ongoing basis so please don't hesitate if you're interested.

We have a compensation budget of \$85-105,000, plus benefits (that include extended medical & dental coverage, a healthcare spending account, and holidays).

TDG champions a diverse and inclusive sector, so we encourage applicants from diverse backgrounds, underrepresented groups, and different learning styles and abilities.

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