

Title: National Communications & Marketing Manager
Term: Full-Time
Reports to: Director of Fundraising

Summary:

The vision of Prison Fellowship Canada (PFC) is to be a national community of reconciliation and restoration to prisoners, ex-prisoners, their families and victims using a faith-based approach to transformation, based on the life and teachings of Jesus. Our mission is to prepare and mobilize the Canadian Christian community in response to the issue of crime and the restoration of offenders. As an organization, we share a deep faith in Jesus and wholly believe in His transformative power to heal broken lives. We are actively seeking to grow our community of volunteers, ministry partners and staff with people who share this vision.

The National Communications & Marketing Manager will develop and execute communication strategies, help bring stories of transformation to life, and ensure Prison Fellowship Canada remains visible, understood, and supported across digital platforms and campaigns.

Qualifications & Experience:

- Mature and authentic follower of Jesus Christ with a lifestyle demonstrating consistent Christ-like character and growth.
- Committed to and actively participating in a local Christian church community, and in full agreement with PFC's statement of faith, vision, mission and values.
- Passionate about serving the marginalized, and a heart for prison ministry.
- Respect and appreciation for the diversity of Christian faith traditions represented within PFC's network of ministry partners.
- Able to serve with all Christian denominations, celebrating commonalities and unity.
- Strong organizational skills and attention to detail.
- Self-starter, goal-oriented, disciplined and able to work both independently and as part of a team.
- Experience in both strategic and tactical levels of marketing & communications.
- Skilled in project management and team collaboration.
- Excellent written communication, including compelling and concise copywriting.
- Comfortable using email platforms (i.e. Mailchimp), CMS tools (i.e. Salesforce), donor platform (i.e. Keela) and social media schedulers.
- Familiarity with design tools like Canva or Adobe Creative Suite.
- Basic understanding of data tracking and performance reporting/analytics.
- Able to manage multiple timelines and coordinate with external creatives and vendors.

Key Duties & Responsibilities:

- Oversees the full functioning of the marketing department.
- Prepares communication plan for CEO and aligns messaging with organizational strategy.
- Manages Public Relations messaging and crisis communication.
- Oversees the exploration and appropriate use of AI tools vis a vis marketing/communications.
- Ensures compliance to PFC's Brand Guidelines across organization.
- Develops, manages and sends email campaigns; maintains contact database and segment audiences.
- Creates, coordinates and schedules all social media content across platforms.
- Updates and maintains web content through a basic CMS (WordPress).
- Formats program curriculums according to PFC Brand Guidelines.
- Manages inventory of promotional materials and programs/curriculum printing and storage.
- Serves as liaison to contractors (designers, videographers, printers, etc.).
- Sources out trusted contractors and builds partnerships.
- Tracks and reports on key metrics (email, web, social media performance).
- Helps collect, copywrite, and distribute stories that reflect the ministry's impact.
- Supports major campaigns such as Angel Tree, 1Life, and Bridgecare with creative development, copywriting, coordination and logistics.
- Is willing to mentor PFC intern on marketing projects as required.
- Is willing to pitch in. PFC is a small to medium sized ministry and the staff work well together as a team. The employee must be willing to learn various aspects of the ministry, be willing to operate outside the role description as required, and carry out additional duties as assigned.

Compensation

75,000-85,000 per annum and benefits package.