



The Canadian Centre to
End Human Trafficking.
Le centre canadien pour mettre
fin à la traite des personnes.

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Canada outlawed sex and labour trafficking in 2005. However, traffickers continue to prey on the most vulnerable, often without repercussions or interference.

Founded in 2016, The Canadian Centre to End Human Trafficking is the only national organization dedicated to stopping human trafficking. With an annual budget of approximately \$4 million provided by both government and private donors, the Centre's skilled and motivated team, along with a group of committed and passionate advisors, directors, and supporters, provides services and support for victims and survivors of human trafficking, and helps educate the Canadian public so we can better defend ourselves and our communities against all forms of this crime.

The Centre aims to:

- Provide avenues for survivors' voices, to share knowledge, and to help implement effective practices that will end sex and labour trafficking.
- Share resources with government, the private sector, and non-profit organizations to create cost efficiency through shared strategy development and action.
- Advance government anti-trafficking policy and programs, as well as support, undertake, and publish research related to human trafficking.
- Provide an accessible, online resource centre with current information and research that will increase awareness of and education about the complex problem of human trafficking in Canada.

One of the pillars of the Centre's efforts is Canada's first national 24/7/365 human trafficking hotline, which provides localized, immediate response to victims and survivors of human trafficking, especially those who are physically, socially, or economically vulnerable, making them unwilling or unable to report to police. An important second priority is to compile data from the hotline that will help to disrupt trafficking networks.

The Canadian Centre to End Human Trafficking is the backbone organization in creating a collaborative national strategy to stop human trafficking.

<https://www.canadiancentretoendhumantrafficking.ca/>

The Role

Reporting to the Executive Director, the Director, Marketing Communications will provide leadership to the organization on all marketing and communications activities. The Director will create a marketing communications plan that is highly impactful for the key audiences: human trafficking victims and survivors, partner organizations, policy makers, funders, and the general community.

The Director will manage a Communications Coordinator and a number of marketing and communications vendors, ensuring work is on time, on budget, and meets the requirements of established proposals and plans.

As part of a five-person executive team, the Director will play a significant leadership role in the direction and future of the organization and will be the marketing and communications strategic lead for the Executive Director and Board, providing important counsel on all major marketing initiatives and supporting the ED as the public spokesperson for the organization.

Key Responsibilities

- Create a marketing and communications plan that uses the plan to determine the right marketing tools, using both traditional and social media.
- Prioritize marketing and communications objectives, communicating priorities to the senior leadership team and Board.
- Manage a budget, ensuring the organization is receiving the most impact for dollars spent.
- Supervise a Communications Coordinator, ensuring work plans are in place, and goals and metrics are identified.
- Develop and measure marketing campaigns aimed at key stakeholders.
- Ensure all collateral materials are consistent with the overall brand; develop an annual report that meets brand objectives.
- Spearhead the re-development of the corporate and hotline websites.
- Engage with partner organizations and survivors to understand the key issues, and adjust messages to create more empowering content and dialogue.
- Work with the Director of Stakeholder Relations on a plan to communicate most effectively with partners.
- Assist the Executive Director with speeches, briefing notes, and meetings with media and other key stakeholders; capitalize on existing media that focus on human trafficking.
- Develop an earned media plan to enhance communications while reducing costs.

The Opportunity

To join the Centre in a leadership capacity with the potential to make a significant positive impact on human trafficking in Canada. And to use your craft to significantly assist the cause in a new and growing organization.

The Ideal Candidate

The ideal candidate has 7-plus years of experience in marketing and communications roles, in progressive leadership positions. He/she/they are currently in an NFP organization or in a private sector company with current leadership experience in an NFP organization.

The ideal individual will also have experience overseeing a marketing communications department or a division within it and will have set a strategy for their product/service or organization that demonstrated success through measured results.

As a generalist, the successful candidate will have had experience in many marketing and communications initiatives and will have leveraged a wide range of traditional and non-traditional tools to reach end customers/stakeholders. The ability to leverage social media and new and emerging marketing technologies are an essential part of the required skill set.

While creativity and innovation are vital, strong project management skills and the ability to manage metrics are the foundation of the position. The Director knows it is crucial that the message delivered to the community is powerful and compelling.

And, of course, the ideal candidate comes to the role with experience and/or an interest in human trafficking and other social justice issues.

Personal Attributes

- Hardworking, dedicated, and inspired by making a difference.
- Empathetic to other people's experiences and choices, without judgment.
- Values collaboration, teamwork, and the opinions of others.
- Calm under pressure.

Core Competencies

- Excellent written and verbal communication skills.
- Excellent project manager and leader.
- Undergraduate or graduate degree in business, marketing, PR, or other related subject matter.
- The ability to communicate in written French would be an asset.

Additional Information

The salary range for this position is between \$80,000 to \$90,000 with a generous benefits program. There is flexibility for the ideal candidate.

The position is located in Toronto.

How To Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resumé along with cover letter that sets out your interest in the role and highlights your relevant experience. The preferred method of application is online at searchsmartconnect.com/jobs

The Canadian Center to End Human Trafficking encourages survivors as well as people with diverse backgrounds to apply. We do not discriminate any employee or applicant because of their race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status. Our selection process reflects a bias free structure that helps us to select the best candidate fairly while maintaining our commitment in diversity and inclusion.

Contact Details

Sandra Paquette
416-763-0404
sandra@searchsmart.ca

Vesna Markovic
647-608-3595
vesna@searchsmart.ca