

Responsibilities

- Ensure consistency of messaging between the Navy League of Canada, the Ontario Division, and the Ottawa Branch
- Develop, implement, and evaluate the annual communications and social media plans across all audiences
- Lead the generation of engaging and measurable online content, including but not limited to the Branch's various social media channels. Decide who, where, and when to disseminate in collaboration with the Chair of Community Engagement
- Put communications initiatives in place to create momentum and awareness of the League in general and the Ottawa Branch in particular
- Analyze the effectiveness of communications activities
- Coordinate webpage maintenance—ensure new and consistent information (article links, stories, and events) is posted regularly
- Track and measure the level of engagement across all communications channels
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and the Branch's website
- Manage all media contacts
- Act as official spokesperson and public face of the Branch
- Develop and coordinate the Branch's response to local incidents that may have an impact on the community's perception of the Branch or its Corps (crisis communications)