



LivingWorks is seeking an Communications Manager

About LivingWorks

For nearly four decades, we've wondered: how can we make the world a better place? At LivingWorks, that comes in the form of saving lives from suicide. We make it possible with innovative, evidence-based training that can empower anyone to recognize someone's distress and take action to keep them safe. Everyone has a role to play, and we have a training program for every role.

We've grown a lot over the past four decades. From a small startup to a global company, we're honored to be training communities and organizations around the world. Military units, teachers, corporations, volunteers, faith communities, mental health professionals, and countless others rely on our training to save lives every day.

LivingWorks is a mission-driven, for-profit company. This means:

- We exist for our mission: to make communities everywhere safer from suicide.
- Everything we do, and how we do it, must contribute to our mission.
- Profit is an 'outcome' of what we do, not the 'why' of what we do.
- Profit ensures the sustainability of our organization to serve our mission.

Position Purpose

Ensure that the LivingWorks Brand and Communication Strategies translate effectively to all external and internal stakeholders in a way that aligns everyone with LivingWorks' Vision, Mission, and Core Beliefs.

Key Outcomes

- Internal stakeholders (e.g., employees and trainer network) have a connection and pride to our organization and are motivated to advance our mission.
- External stakeholders (e.g., clients and prospects) are clear about who we are and, what we do. They want to be in alignment with LivingWorks, buying into and engaging in our mission.
- All stakeholders are equipped with the resources and tactics to communicate who we are and what we do.
- A deep understanding and application of communication strategy drives a consistent and integrated marketing program supported by proven plans and resources.
- We gather the right information from our customers (e.g., research, KPIs, and testimonials) and effectively disseminate that information, creating more powerful communications, and extending our missional reach.

Key Accountabilities

- In the first 12 months, identify and perform key and critical communications tasks. During this time, develop a deep understanding of the organization's business needs to begin developing a Communications and Marketing Strategic Plan.
- Engage with relevant internal and external resources to:
 - gain a thorough understanding of our business and strategic direction,
 - identify the current gaps in our brand, communications and marketing strategies and capabilities,
 - based on the strategic direction of our business, create a communications vision, then

LivingWorks Education Inc.

Suite #500
151 Canada Olympic Road SW
Calgary, Alberta
Canada T3B 6B7
Email: info@livingworks.net

Tel: 403-209-0242
Toll Free (in NA):
1-888-733-5484
Fax: 403-209-0259

LivingWorks Education USA Inc.

P.O. Box 9607
Fayetteville, North Carolina
USA 28311
Email: usa@livingworks.net

Tel: 910-867-8822
Toll Free (in NA):
1-888-733-5484
Fax: 910-867-8832

- build and implement the plan to achieve that vision, directing the activities, processes, and procedures of the Communications Systems
- Achieve buy-in for global marketing strategy from stakeholders, then hold the organization to the plan.
- Using staff, vendors, contractors, and through direct task completion:
 - Ensure our website and social media presence delivers high value.
 - Provide the most appropriate resources to support business development activities.
 - Create effective engagement of traditional and social media, paid or organic.
 - Develop internal communications ensuring all employees, contractors and trainers are well-informed and aligned.
 - Gather and leverage the stories about our impact in the world to further advance our mission.
- Contribute to our ability to engage with target audiences and increase those audiences' desire to align with LivingWorks' Mission.
- Understand what prevents or distracts customers from fully engaging/aligning with, or completing our programs, and discovering ways to increase uptakes
- Lead the evaluation, planning development and implementation of LivingWorks internal and external communications and marketing strategies and tactics
- Oversee the creation of communications and marketing assets that support commercialization and elevate LivingWorks strategic priorities

Education and Experience

- Bachelor's degree in a relevant field of study;
- Proven success in similar roles involved in the strategy, implementation and operation of communications and marketing activities that created desired results;
- 5+ years of foundational communications experience.

Qualifications:

- The person best suited for this role will be an excellent and highly relational communicator with a reputation for empathizing and connecting with their audience.
- Their passion for storytelling and natural ability for public speaking, combined with their business and commercial acumen, will ensure they operate well at strategic levels.
- Their previous successes give them the confidence to understand the value of basic communication theory and apply it in all that they do. They will develop their credibility and guide organizational leadership.
- Strong prioritization skills with a pragmatic and tactical approach have contributed to their reputation of "getting it done."
- With their experience in the world of Mental Health or a related field, they will have the required sensitivities to negotiate the topic of suicide, which is still taboo in many circles.

Competencies And Attributes:

- Intrinsically motivated to bring best-in-class communications and marketing to support the LivingWorks mission;
- Ability to manage competing priorities to create short-term and long-term success;
- Excellent verbal and written communication with the ability to appropriately adapt style to the context; and purpose of the message, and to the audience;
- Effective team building and leading.

LivingWorks Education Inc.

Suite #500
151 Canada Olympic Road SW
Calgary, Alberta
Canada T3B 6B7
Email: info@livingworks.net

Tel: 403-209-0242
Toll Free (in NA):
1-888-733-5484
Fax: 403-209-0259

LivingWorks Education USA Inc.

P.O. Box 9607
Fayetteville, North Carolina
USA 28311
Email: usa@livingworks.net

Tel: 910-867-8822
Toll Free (in NA):
1-888-733-5484
Fax: 910-867-8832



How to Apply:

Sound like a fit? We'd love to hear from you. In addition to working toward a life-saving mission, LivingWorks offers a competitive compensation package.

Please provide your resume and cover letter detailing your qualifications to hr@livingworks.net

LivingWorks Education Inc.

Suite #500
151 Canada Olympic Road SW
Calgary, Alberta
Canada T3B 6B7
Email: info@livingworks.net

Tel: 403-209-0242
Toll Free (in NA):
1-888-733-5484
Fax: 403-209-0259

LivingWorks Education USA Inc.

P.O. Box 9607
Fayetteville, North Carolina
USA 28311
Email: usa@livingworks.net

Tel: 910-867-8822
Toll Free (in NA):
1-888-733-5484
Fax: 910-867-8832