



**OPERATION  
LIFESAVER**



**OPERATION LIFESAVER**

901 – 99 Bank Street  
Ottawa, Ontario K1P 6B9

telephone: 613.564.8100

fax: 613.567.6726

e-mail: [admin@operationlifesaver.ca](mailto:admin@operationlifesaver.ca)

[Operation Lifesaver Canada \(OL\)](#) is a national not-for-profit that has been a leader in rail safety education and awareness for 40 years. OL is dedicated to preventing deaths and serious injuries at rail crossings and stemming from railway trespassing incidents.

Funded by the Railway Association of Canada and Transport Canada, OL works with the rail industry, governments, law enforcement, labour groups, the media, mental health organizations, and communities from coast to coast to raise awareness about rail safety and prevent needless track tragedies from occurring.

Operation Lifesaver Canada is looking to fill the Full-time position of **Manager, Communications and Outreach**.

Interested and qualified candidates are invited to submit their resume in confidence by September 17, 2021 to [skazaka@railcan.ca](mailto:skazaka@railcan.ca) with a covering letter describing their interest and suitability for the position.

Operation Lifesaver Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank applicants for their interest, however, only those advancing in the process will be contacted.



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## **Manager, Communications and Outreach Position Overview:**

The Manager, Communications and Outreach will be responsible for managing Operation Lifesaver Canada's communications and outreach efforts. A strong writer with excellent project management skills and attention to detail, the Manager of Communications and Outreach will be a key member of a small but dedicated team, and will foster and manage relationships with municipalities, members of the media, and other partners. The position reports to the National Director, Operation Lifesaver Canada.

### **The Responsibilities:**

- Manage the development, distribution, and maintenance of all print and electronic materials including, but not limited to, newsletters, brochures, letters, quarterly reports, social media posts and Operation Lifesaver's website.
- Provide day-to-day communications support, drafting/editing social media content, press releases, web copy, letters and reports as needed.
- Encourage municipal, law enforcement and local media engagement in Operation Lifesaver's initiatives and campaigns, and work with these partners to expand the reach of OL's programs.
- Manage OL's day-to-day media relations and media requests. Collaborate with partners in a timely manner to determine appropriate media responses via various channels and provide National Director with key messaging as needed.
- Plan and manage all OL National events. Act as liaison, both in the planning stage and on-site, with event venue representatives, suppliers, event sponsors/partners, participants and speakers, ensuring that projects are delivered within budget and in line with OL policies.
- Other writing or communication assignments and public relations projects as required.

### **Position Requirements:**

- Bachelor's degree in communications, journalism or relevant field and a minimum of three years' experience in a related role;
- Excellent writing and editing skills;
- Strong interpersonal skills;
- Experience working with officials in public office;
- Network of municipal contacts an asset;



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- Media relations training and experience required;
- Strong knowledge of social media platforms required;
- Organized, deadline and detail-oriented, creative and a strong team-player;
- High ethical standards and professionalism;
- Knowledge of rail safety an asset;
- Proficiency in both official languages is a requirement.

### Working Conditions

- Flexible work location
- Travel may be required (pandemic permitting)
- Some time pressures and a requirement to balance multiple priorities