

Director, Marketing and Engagement - Operation Lifesaver Canada

Location: Ottawa, On

Pay range: \$120,000 - \$130,000

Send CV's to: hr@railcan.ca

Why Join Operation Lifesaver Canada

Lead national campaigns that save lives.

This is a unique opportunity to lead national, purpose-driven campaigns that directly contribute to saving lives. You will work at the intersection of public safety, government, and industry, shaping how Canadians understand and act on rail safety.

Position Overview

Operation Lifesaver is a partnership initiative of the Railway Association of Canada (RAC) and Transport Canada and works in cooperation with the rail industry, government, police, unions, and many public organizations and community groups to promote rail safety awareness across Canada.

The Director, Marketing and Engagement provides strategic leadership for Operation Lifesaver Canada's national marketing, communications, and stakeholder engagement efforts. Reporting to the National Director, Public and Government Affairs at RAC, this role leads the development and execution of integrated, multi-channel campaigns that strengthen the OL brand, expand public reach, deepen stakeholder engagement, and help save lives. The Director oversees a small team and external partners to deliver national campaigns, digital strategy, media relations, and engagement initiatives, and is accountable for measuring outcomes and ensuring alignment with funding commitments and national impact.

Role details

Marketing and Brand Leadership

- Lead the development and execution of a multi-year national marketing and engagement strategy aligned with OL's mandate
- Strengthen and steward the Operation Lifesaver brand ("Look, Listen & Live") to ensure consistent, modern, and impactful positioning across Canada
- Design and deliver integrated national campaigns across paid, earned, shared, and owned channels
- Oversee digital strategy, including website, social media, email marketing, and emerging platforms
- Establish and track performance metrics to measure reach, engagement, behaviour change, and return on investment
- Ensure excellence and consistency in bilingual (English/French) communications

2. Stakeholder Engagement and Partnerships

- Develop and implement a national stakeholder engagement strategy that strengthens relationships across industry, government, law enforcement, education, and media
- Build and maintain strong partnerships that extend the reach and impact of OL programming
- Provide strategic guidance to provincial partners to align local efforts with national priorities
- Represent OL at conferences, public forums, and stakeholder meetings
- Serve as a spokesperson on rail safety and public awareness initiatives, as required

3. Communications and Media Relations

- Lead national media relations, issues management, and crisis communications to protect and enhance OL's reputation
- Oversee the development of high-quality communications materials, including reports, toolkits, and campaign assets
- Drive proactive media engagement to elevate OL's national profile

- Ensure messaging is data-informed, audience-focused, and aligned with RAC priorities

4. Campaigns and Program Delivery

- Direct the planning and execution of national campaigns and signature initiatives, including Rail Safety Week
- Ensure campaigns deliver measurable impact and strong partner participation
- Support and enhance the Operation Lifesaver Presenter Program to maximize national reach and consistency
- Align marketing strategies with public education program delivery across national and provincial levels

5. Leadership and Operations

- Lead and mentor a small team, fostering a culture of accountability, collaboration, and innovation
- Manage external agencies, vendors, and consultants to deliver high-quality outcomes within scope and budget
- Oversee the marketing and engagement budget and ensure responsible financial stewardship
- Provide regular performance reporting and strategic advice to RAC leadership
- Contribute to organizational planning and continuous improvement initiatives

Scope and Authority

- Accountable for national marketing and engagement strategy, brand integrity, and campaign performance
- Leads a small internal team and manages external partners and agencies
- Oversees budget allocation in alignment with funding requirements
- Provides strategic advice to RAC leadership and represents OL with senior stakeholders, including Transport Canada
- Ensures compliance with reporting and funding obligations

Position Requirements

- Post-secondary degree in communications, marketing, public relations, public policy, business, or a related discipline
- 8–10+ years of progressive leadership experience in marketing, communications, public engagement, or public affairs, including leading national campaigns
- Demonstrated success developing and executing integrated, multi-channel marketing strategies
- Strong experience in media relations and issues management
- Proven ability to build and influence relationships with senior stakeholders across sectors
- Experience managing teams, agencies, funder requirements and complex budgets
- Strong understanding of digital platforms, analytics, and performance measurement
- Excellent strategic thinking and ability to translate insights into action
- Strong judgment in high-profile or sensitive communications environments
- Experience in public-private partnerships, not-for-profit organizations, or regulated sectors is an asset
- Knowledge of rail safety, transportation, or public safety sectors is an asset
- Fluency in both official languages (English and French) is strongly preferred

Working Conditions

- Based in Ottawa (hybrid work environment)
- Occasional national travel required
- Occasional evening and weekend work during campaigns and events
- Ability to manage multiple priorities in a fast-paced, high-visibility environment