

Job Title: Director of Communications

Location: Hybrid/Remote (occasional travel within Canada)

Organization: Helmets to Hardhats Canada

Type: Full-Time

About Us:

Helmets to Hardhats (H2H) is a national non-profit organization that supports Veterans, reservists, and their families in transitioning into rewarding careers in the skilled trades. We work with Canada's Building Trades Unions and industry partners to provide direct pathways into the unionized construction industry.

Position Overview:

We seek a strategic, creative, and mission-driven **Director of Communications** to lead all communications, media, and branding efforts for H2H. The ideal candidate is a strong storyteller who can raise awareness, drive engagement, and amplify our impact across Canada.

Key Responsibilities:

1. Strategic Communications & Brand Management

- Lead all internal and external communications to ensure tone, messaging, and brand consistency across platforms.
- Create messaging and collateral that supports fundraising, outreach, partnerships, and stakeholder engagement.
- Coordinate national campaigns and develop strategic content to increase visibility and engagement.
- Assist the Executive Director in preparing communication materials, including reports, presentations, speeches, and correspondence to ensure consistent and effective messaging

2. Media Relations & Outreach

- Write and distribute press releases, statements and media advisories,
- Build and manage media lists via Meltwater, track earned media and respond to media inquiries.
- Monitor news coverage and trends to inform communications strategy and storytelling.

3. Content Creation (Newsletter, Social Media, Web)

- Design and distribute monthly newsletters to multiple audiences via Mailchimp.
- Create engaging social media content highlighting milestones, events, and client success stories.
- Update website content as needed and ensure alignment across digital platforms.

4. Storytelling & Testimonials

- Interview clients, employers, and partners for written and video testimonials.
- Produce impactful stories for newsletters, social posts, presentations, and fundraising.

5. Donor & Event Communications

- Support donor recognition and fundraising campaigns through digital and print materials.
- Assist in planning and promoting H2H-hosted events, including fundraisers, job fairs, and info sessions.
- Develop and manage event communications, including media kits and promotional graphics.

Qualifications:

- 5+ years in communications, public relations, or marketing
- Excellent writing and content development skills
- Proficiency with Mailchimp, Meltwater, PowerPoint, Hustle, Canva, and social media platforms
- Strong organizational and project management skills
- Experience working in the skilled trades, military, or non-profit sectors is a plus
- Bilingualism (English/French) is an asset

Compensation:

This position offers a **competitive salary based on experience** and a **comprehensive benefits package**.

To Apply:

Please send your resume, cover letter, and 2–3 writing or design samples to pbury@helmetstohardhats.ca.