



POSITION DESCRIPTION

JOB TITLE: Corporate Communications Manager

DEPARTMENT: Marketing

REPORTING TO: Director, Digital Engagement

Welcome to the unexpected delight of plant-based exploration! We're the creators of a revolutionary cheese alternative that tastes, shreds, melts and stretches like traditional cheese. Today, as plant-based food grows in popularity, that spirit of innovation continues to inspire our team.

We believe in pioneering plant-based breakthroughs that delight people and planet. Our portfolio of great tasting foods provide an opportunity for everyone to gather around the table, whether you have food allergies, are flexitarian, vegan, vegetarian, or just plant-based curious!

We're one big family of food-loving Daiyans, and we're always on the lookout for people who share our passion, our vision, and our ability to make each other smile.

SUMMARY:

Reporting to the Director, Digital Engagement, the **Corporate Communications Manager** will be and a key ambassador for the organization. The successful candidate will develop and implement Daiya's communications strategy, integrating corporate communications and brand PR as well as leading our crisis response. This position will work across teams to strengthen Daiya's reputation as a Plant-Based leader, creating story driven moments in support of business strategies, corporate vision as well as brand and product positioning.

JOB RESPONSIBILITIES:

Corporate Communications, Brand PR Strategy, Vision & Leadership

- Develop Daiya's integrated communications strategy and vision integrating a broad range of Corporate Communications & Brand PR.
- Partner cross functionally to ensure plans are integrated across functions and aligned to core business strategies for greatest impact.



- Engage stakeholders, finding new ways to leverage them in telling the Daiya story.
- Lead brand message development and integrate cross functionally to deliver a compelling and singular voice for the organization.
- Manage all earned media and developed strategies for generating high-impact earned media within the food and wellness space.
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding Daiya's strategic priorities, special events, and other projects.

Communications Operations

- Oversee day-to-day activities of the communications function including budget, planning and oversight of our external PR agency.
- Monitor company, industry and competitive news coverage and report of findings/trends with an eye to proactively identifying thought-leadership opportunities.
- Be a trusted advisor, providing communications guidance to CEO & senior executives
- Leadership & communication: cross-functional leadership, program optimization, risk/business updates to the SLT.
- Manage media relations (proactive and reactive); build persuasive pitches and storylines to generate targeted coverage that supports business goals.
- Support the creation of press releases (product, brand, partnership and CSR) and collaborate on all day-to-day communication activities.
- Track, measure and report on impact of all PR program initiatives.
- Own the crisis communication planning and execution
- Support the Director, Digital Engagement with annual planning and collaboration across departments

What will make you successful in this role:

- Degree in journalism, corporate communications, or public relations.
- 8 years of communications experience with a focus on corporate communications, brand PR & crisis response.
- Exceptional written and verbal communications, excellent influencing, and presentation skills with ability to effectively interface with senior leadership.
- Minimum 5 years experience working with and supporting senior executives.
- Extensive experience in writing & editing (externally focused) with a variety online communications media.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.



- A passion for natural food products, sustainable business, health & wellness industry
- Previous CPG communications leadership experience
- Knowledge of Corporate Social Responsibility practices

Benefits

- Competitive compensation
- Extended Health benefits fully paid by Daiya for your family
- 3 weeks' vacation
- RRSP matching your retirement contributions
- Annual personal health and wellness fund
- Fun and creative environment
- Inspiring and innovative work
- Smart and passionate teams
- Making people and the planet a healthier place