

POSITION BRIEF



Divisional Secretary for Public Relations, PNT Division





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KCI Search + Talent has been retained to conduct this search on behalf of The Salvation Army Canada and Bermuda Territory. For more information about this opportunity, please contact Jill Anderson, Associate Vice President, by email at TSA_PR@kcitalent.com.

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to the email address listed above by **July 10, 2025**.

The salary range for this position is \$105,000 to \$125,000 and includes a comprehensive benefits package.

The Salvation Army does not discriminate in our hiring process. Our hiring policy respects the non-discrimination principles of the Human Rights Codes across Canada. In addition, we adhere to all relevant employment laws, providing domestic partner benefits accordingly. The Salvation Army offers accommodation for applicants with disabilities in its recruitment process. If you require any accommodations, please notify the KCI Search Consultant.





Divisional Secretary for Public Relations, Prairies and Northern Territories Division

The Salvation Army Canada and Bermuda Territory

THE OPPORTUNITY

The Prairies and Northern Territories Division of The Salvation Army Canada and Bermuda Territory is seeking its next Divisional Secretary for Public Relations (the “Divisional Secretary”) who will be responsible for marketing, crisis communications, earned media, events and supporting public affairs, Advisory groups, and the annual kettle campaign.

Reporting to the Chief Development Officer, the Divisional Secretary will lead a comprehensive marketing and communications program that supports the strategic priorities of The Salvation Army, while providing leadership to a team of seven. As an experienced communications professional, the Divisional Secretary will provide coaching and mentorship to the team while actively participating as a member of the divisional leadership team focused on upholding and promoting the values, policies, procedures, code of conduct and ethics of The Salvation Army.



The Divisional Secretary will be the spokesperson for The Salvation Army within the division, applying strong strategic communication skills and an ability to engage authentically while regularly interfacing in public forums and with media to communicate the vital mission impact of the organization.

The Salvation Army Canada and Bermuda Territory currently offers a flexible, hybrid work environment with team members attending in the office at 200-5615 101 Avenue NW, Edmonton, Alberta, as required. Travel within the Prairies and Northern Territories Division will be necessary from time to time.



ABOUT THE SALVATION ARMY CANADA AND BERMUDA TERRITORY



The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest non-governmental direct providers of social services in the country. The Salvation Army gives hope and support to vulnerable people today and every day in 400 communities across Canada and more than 130 countries around the world.

The Salvation Army offers practical assistance for children and families, often tending to the

basic necessities of life, provides shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction.

As the largest non-governmental direct provider of social services in Canada, The Salvation Army provides unprecedented support to the society's most vulnerable.

Social and community service programs focus on nurturing the capacities, skills and strengths of individuals rather than just meeting their needs.

With the public's generosity, in 2023 in Canada:

- The Salvation Army provided 5,500 shelter, addictions, detox and mental health beds for vulnerable men, women and families in Canada.
- The Salvation Army distributed 3.2 million community meals.
- The Salvation Army had 2.1 million visits for food, clothing or practical assistance.

Mission Statement:

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.

Our Vision:

We are an innovative partner, mobilized to share hope wherever there is hardship, building communities that are just and know the love of Jesus.

Our Values:

Values are who we are and what we continually strive for. They guide all aspects of The Salvation Army in Canada and Bermuda.

- **Hope** – We give hope through the power of the gospel of Jesus Christ.
- **Service** – We reach out to support others without discrimination.
- **Dignity** – We respect and value each other, recognizing everyone's worth.
- **Stewardship** – We responsibly manage the resources entrusted to us.



Our social service activities include (but are not limited to):

- Hunger relief for individuals and families through food banks and feeding programs.
- Shelter for people experiencing homelessness and support for those needing housing.
- Rehabilitation for those struggling with addiction.
- Long-term care and palliative care.
- Christmas assistance such as food hampers and toys.
- After-school programs, camps and school nutrition programs for children and youth.
- Life-skills classes such as budgeting, cooking for a family, and anger management.



With 95 thrift stores, 113 donor welcome centres and 11 distribution and recycling centres, The Salvation Army operates one of Canada's largest national clothing recycling operations. Although proceeds from the sale of goods help fund our many social programs, the Army also provides items free of charge to individuals or families who have been referred by our social service programs and other agencies.

Thanks to the generosity of donors in Canada who have given specifically to our international work, the International Development Department is able to support education, health care, water and sanitation, and livelihood development projects that are helping families and communities abroad work towards self-sufficiency.

As a religious denomination, The Salvation Army has close to 300 community churches (corps) in Canada and Bermuda. These churches not only focus on worship, Christian education and other congregational activities but are also involved in providing practical assistance to their communities. The Salvation Army is diligent in its stewardship of donations so that funds solicited in its public appeals are used to fund community and social service programs and activities, rather than church ministries unless the donor designates otherwise.



ADDITIONAL INFORMATION

- [The Salvation Army](#)
- [The Salvation Army, PNT Division](#)
- [PNT Division, News and Stories](#)
- [2023-2024 Annual Report](#)
- [2023/2024 Financial Statements](#)
- [Annual Report Video 2023 - 2024](#)
- [The Salvation Army History](#)
- [Latest News](#)

KEY ACCOUNTABILITIES

Leadership

- Provide public relations counsel and best practices for divisional leadership, corps and ministry units in the division, with ministry update reports and meetings with the Divisional Commander, as appropriate.
- Works with territorial and divisional leadership to develop procedures and provide functional guidance, direction, and advice within the area of scope.
- Responsible for managing the divisional Public Relations budget.

People Management

- Supervise the day-to-day operations of the Divisional Public Relations staff, assigning work, providing guidance and direction, reviewing for quality, and promoting adherence and consistency in the representation, messaging, and brand impact of the Salvation Army.
- Lead divisional communication and marketing, coaching, and supporting opportunities for local corps and ministry units according to best practices.

Marketing

- Lead the team in the use of analytics to improve marketing strategies and understand the performance of the organization.
- Develop and manage strategies for brand recognition and brand impact that includes planning, goals, and current topics.
- Manage divisional marketing and advertising efforts and measure performance results.
- Develop marketing plans that include analyzing the external environment, identifying trends, and developing plans that include both strategies and tactics that align with campaigns for the territory.
- Work in partnership with divisional and territorial leads, be responsible for all divisional content for internal and external communications and marketing, including (but not limited to) story content, impact reports, stewardship reports, articles, etc.

Communications

- As the divisional spokesperson for The Salvation Army, ensure consistent messaging for all media related matters, leading efforts for media releases, quotes and responses in a manner that preserves the reputation of The Salvation Army.
- Manage communications, provide updates, and ensure consistent messaging and accuracy for divisional disaster responses.
- Manage the messaging for all crisis communications from inception to final release and follow-up metrics/results.
- Provide editorial oversight of all communication materials including social media messages, and video captioning.
- Lead all efforts for compelling story content, mission impact and call to action for the division and liaise with units and Territory Headquarters for content, approvals, and delivery.
- Develop and lead strategy for earned media, positioning The Salvation Army as a knowledge leader and innovative partner, to further build sustainable partnerships.



Events

- Develop and supervise marketing plans that enhance event and brand awareness, acquires new attendees, donors, meets strategic objectives, and increases fundraising results.
- Lead the kettle campaign for the division, establishing goals with divisional leadership and creating public awareness for this annual campaign.
- Manage communications for events and kettles within the division, communicating opportunities, resources, and outcomes.

Advisory Board

- Undertake the role of Executive Secretary for Advisory Boards in the division, encouraging community engagement, responsible for setting all meetings, agendas, production of minutes for review and approval by the Divisional Commander.

Public Affairs

- Support the efforts of public affairs in the division, providing support to the public affairs staff, as appropriate.
- Work with the Territorial Director of Public Affairs and the Divisional Commander to support the building of relationships with all levels of government and awareness of The Salvation Army's mission and position as determined through the territorial strategic framework for Public Affairs.

Strategic Planning

- Identify required assets and resources, delegate project tasks among team members, define overall workflow and activity plan.
- Budget for income and expenditures, track progress against budgets and report regularly on key metrics and performance indicators.



QUALIFICATIONS & KEY COMPETENCIES

- Demonstrated progressive experience in marketing and/or communications, with experience in the not-for-profit sector being an asset.
- Strong media relations experience relating to the not-for-profit sector, including crisis management.
- A deep knowledge of the current media landscape, news trends, and social and cultural dynamics, with the ability to apply this insight to strategic communications and public engagement.
- Strong interpersonal, listening, oral communications, and collaboration skills to create close working relationships with colleagues in other Divisions and with external partners.
- Demonstrated knowledge of all components of a successful marketing program.
- Proven experience leading a team to meet and exceed its targets.
- Demonstrated experience successfully recruiting, training, monitoring and managing a team of professionals.
- Well-developed sense of responsibility with the ability to multi-task in a fast-paced environment and respond quickly and professionally under pressure and in crisis situations.
- Strong public speaking skills with the ability to lead in-person meetings and events.
- Highly developed level of emotional intelligence.
- Background in a multi-faceted, large regional or national organization.
- Detail-oriented, with strong organizational and planning skills.
- Ability to develop systems and processes while ensuring compliance with all policies and regulations.
- Experience in building and managing a team approach to problem solving, including strong interpersonal skills and being a team player.
- Skill in preparing written reports and presentations.
- Proven abilities related to budget management.
- Completion of a university program consisting of four academic years and related to communications, public relations, or marketing is preferred.
- Professional designation related to marketing, communications and/or public relations is considered as an asset.
- Adherence to the values of The Salvation Army, its Mission Statement and Fundraising Code of Ethics.
- Understanding of The Salvation Army and its culture, and ability to work in a consultative manner and support/further the Salvation Army's mission and goals.



BIOGRAPHY



Janet Park, Chief Development Officer, The Salvation Army, Canada and Bermuda Territory

Janet Park, MA, CFRE serves as the Chief Development Officer for The Salvation Army, Canada and Bermuda Territory. Janet's passion is advocacy and transformative change by empowering overlooked people to move forward. Her career in the non-profit sector has encompassed social issues, justice causes, faith and humanitarian needs.

As one of Canada's largest charities, The Salvation Army is also one of the top-recognized brands globally. Janet worked for the Ontario Salvation Army divisional team for eight years and was pleased to come back to the Army to lead the national team. Janet is leading Salvation Army fundraising through dynamic change and growth. Janet led The Salvation Army through a consolidation process to a centralized fundraising model and is building high-performance teams while leading strategy in multi-stakeholder environments.

Prior to her role at The Salvation Army, Janet held leadership roles in regional and national non-profits, including Amnesty International and Variety Ontario.

Janet is passionate about fundraising done well. Janet holds a bachelor's degree from York University and a Master of Arts, Philanthropy & Development degree from Saint Mary's University.



Organizational Chart – Divisional Public Relations Team

