



JOB POSTING

WHO WE ARE

Sanctuary Mental Health Ministries equips the global Church to support mental health and wellbeing. Since 2018, over 365,000 people in more than 100 countries have engaged with *The Sanctuary Course*, transforming how faith communities understand mental health. Our resources are created in collaboration with theologians, mental health professionals, and those with lived experience of mental health challenges. These resources prepare communities of faith around the world to raise awareness, reduce stigma, support mental health, and promote mental wellbeing.

THE OPPORTUNITY

We're entering a new chapter at Sanctuary. We're partnering with an external marketing agency to expand our reach while building internal communications capacity. As Manager, Communications, you'll be the key connection point between the agency and our team—learning from their expertise while contributing your own insights and ensuring alignment with our mission and values.

This role offers broad exposure across communications: strategy, brand stewardship, content creation, digital engagement, and analytics. You'll work at the intersection of faith and mental health, developing skills that will serve you well in your career while contributing to work that genuinely matters. If you're looking to grow your communications expertise in a mission-driven context, this role offers that opportunity.

WHO YOU ARE

You're a capable communications professional who wants to continue developing your skills. You bring:

- Strategic thinking paired with hands-on execution
- Interest in how language and story create connection
- Comfort with emerging tools, including AI
- Desire to learn from working with an experienced external agency



- Alignment with Sanctuary's mission and Christian foundation

KEY RESPONSIBILITIES

Brand Stewardship & Strategic Voice

- Steward carefully Sanctuary's brand identity, voice, and messaging
- Partner with the external agency to maintain brand consistency
- Develop annual communications strategy and calendar aligned with organizational priorities
- Support staff and leadership in applying brand and communications best practices

Agency Partnership & Integration

- Serve as primary liaison between Sanctuary and our external marketing agency
- Learn from and integrate the agency's strategic and creative expertise with Sanctuary's mission-centered perspective to deliver impactful and authentic communication
- Review and approve external marketing materials for alignment with brand identity and values
- Coordinate with external creative partners, including designers, videographers, photographers, and writers as needed

Content Creation & Digital Engagement

- Create, edit, and publish content across digital and print channels—newsletters, website updates, email campaigns, social media, and promotional materials
- Manage social media channels—plan content, monitor engagement, respond to messages
- Maintain and update website content; work with developers on major updates
- Share impact stories and testimonials
- Collaborate with Programs, Engagement, and Development teams on communications needs

Analytics & Continuous Improvement



- Review performance data from agency reports, website analytics, social platforms, and email metrics
- Translate insights into actionable recommendations
- Track key performance indicators and prepare summaries for leadership
- Stay current with communications trends and best practices

Organizational Contribution

- Participate in team meetings and planning sessions
- Support colleagues across departments with flexibility and collaboration
- Uphold Sanctuary's mission, vision, and values in all work

QUALIFICATIONS

Education & Experience

- Post-secondary education in communications, marketing, journalism, or related field (or equivalent experience)
- 3-5 years of communications experience, preferably in nonprofit, ministry, or mission-driven contexts
- Experience working with external agencies or vendors

Essential Skills

- Strong writing, editing, and storytelling abilities
- Organizational and project management skills
- Collaborative approach and ability to work cross-functionally
- Proficiency with design tools (Canva, Adobe Creative Suite), WordPress, social media platforms, and email marketing tools (HubSpot, Mailchimp)
- Familiarity with AI tools and emerging technologies

Preferred

- Interest in mental health communication and language best practices
- Understanding of theological considerations in faith-based communications
- Creative problem-solving abilities



WORK ENVIRONMENT & COMPENSATION

- Remote, Canada-based position
- Full-time, permanent role
- Salary: \$61,000 annually
- Reports to: Executive Director

HOW TO APPLY

Qualified candidates should send a single document that includes a cover letter that clearly states how your skills align with this opportunity and a one-page resume. In the subject line write: "Manager, Communications – application attached".

Send application to careers@sanctuarymentalhealth.org. Candidates who meet posting and application requirements will be acknowledged.

Please visit www.sanctuarymentalhealth.org for more information about our organization.