Letter of Motivation   
Director of Communications – Toronto  
Candidate: Jonathan Ward  
April 4, 2012

People need to feel connected to the moral purpose of their work and to one another. In an age where progress in science and technology is too rarely mirrored by humanitarian advances, it would be my privilege to join MSF and uphold both. I have long admired not only your organization’s outstanding humanitarian work but also the brilliant management of your prestigious brand. I sincerely hope that, as you read through my application, you will agree that I am an ideal candidate for the role of Director, Communications.

The most important attributes I bring are the determination and desire to use my knowledge and skills to make a difference. I am fluently bilingual, have a journalism degree from Carleton University, have worked for a UN-funded NGO as well as in the private sector, currently work for the federal government, and have a broad range of communications, journalism and public affairs experience.

I possess a Bachelor of Journalism degree with a specialization in international politics and relations from Carleton University. Right out of school, I obtained an exciting position working in communications for the Pearson Peacekeeping Centre, a UN- and government-funded NGO that does development and peacekeeping work around the world. While there, I acquired a global perspective, providing communications support to overseas operations, filming documentaries about the centre’s work, and gathering information to complete an overhaul of the organization’s website ([www.peaceoperations.org](http://www.peaceoperations.org)).

Two years later, I travelled to Australia to work as a conference manager for Informa, a publicly-traded, multinational publishing and conference company. There, I researched, developed, marketed and MC’ed conferences on a wide range of subjects, including health, nutrition and medicine. This experienced really deepened my expertise in event management, marketing and public speaking.

Although I had an offer to extend my contract, I returned to Canada after being offered a senior-level communications job with the federal government. For the past three years, I have worked in communications, web design and media relations for the National Research Council, the main R&D body of the Government of Canada. Here, I’ve learned more than I can list on this page—but that’s what resumés are for. Suffice it to say I have run conferences, created websites, acted as a spokesperson in the national media, written every type of communications product under the sun, implemented internal communications strategies and more recently, launched our various social media platforms.

Just as importantly, my work with scientists has inspired me to undertake courses in pursuit of a Master of Science degree. Working on behalf of physicians with a humanitarian vision will fortify my own commitment to further the noblest goals of science. Having thoroughly and repeatedly read the duties and responsibilities posted on the job listing, I can state with conviction I have a great deal of experience in each category. I’m passionate about health, fitness, international development and humanitarian aid. I also understand well the machinations of the NGO, government and private sectors, and how they can work together for the common good.