



JOB DESCRIPTION

Manager, Communications

Title: Manager, Communications
Reports to: Director, HR and Operations
Approved by: Executive Director
Date Approved: March 1, 2019

Role Summary

The Manager, Communications is responsible for the collaborative execution of high impact internal and external communications for Tungasuvvingat Inuit (TI), including communications strategy, design and implementation, promotion and publications, the TI website, media relations, social media channels and organizational branding. The incumbent ensures Inuit culture is at the forefront of all communications initiatives by promoting, enhancing and protecting TI's brand. The Manager, Communications will create and maintain a central hub of information to engage the Inuit community, staff and other stakeholders in TI's programs, services and activities.

Responsibilities:

- Develop and implement communication plans and comprehensive social media strategies to support TI's strategic goals
- Ensure a consistent, positive public image for TI through updated and strategic key messaging, branding and other strategic communications
- Work with Directors and Program Managers to engage clients, where appropriate, in public relations activities and proactively identify potential issues and opportunities to promote the interconnection of TI's programs and services
- Work with Managers or other organizational spokespersons to prepare for media interviews
- Develop, implement and manage an internal communications strategy to keep TI employees up-to-date on news relevant to the workplace
- Ensure the development and maintenance of TI's website and social media channels
- Create standardization guidelines and templates of various communications products (newsletters, brochures, posters, social media posts, presentations, reports, proposals, etc.) for use by TI personnel to promote programs and engage with clients
- Advise on and approve, with senior leadership consultation, the production of promotional items for programs
- Provide editorial direction and coordinate the production of TI's Annual Report and other publications

- Responsible for public relations, including news releases, presentation opportunities, all media requests and staff training on how to promote the positive message of TI
- Research, write, edit, proof-read and coordinate media materials, including briefing notes, news releases and advisories
- Responsible for the standardization of staff email signatures and the design and production of staff business cards
- In collaboration with Human Resources, develop and maintain communications-related policies and procedures
- Assist with funding proposals and fundraising initiatives
- Coordinate the efforts of third-party service providers for communications projects
- Manage the communications budget, in consultation with the senior leadership team
- Follow TI's policies and procedures
- Attend Manager meetings and lead discussions on strategic media messaging
- Attend training and learning opportunities
- Other duties as may be assigned and related to the position

Education and Experience:

- Degree or Diploma in a communications-related discipline
- Minimum 3 years' experience in a communications role
- Experienced with graphic design and related software
- Experience working in the not-for-profit sector is preferred
- Proposal writing and fundraising experience is a definite asset
- Experience working in an Inuit organization and/or with Inuit communities is preferred

Knowledge, Skills and Abilities:

- Knowledge of Inuit culture, Inuit Qaujimagatuqangit and traditional practices
- Fluency in English, written and oral required; Inuktitut language skills are preferred
- Superior oral and written communications skills; tactful, diplomatic and professional communication style is essential
- Bring a creative, innovative and fun approach to the work
- Excellent attention to detail, proofreading and editing skills
- Comfortable making presentations
- Well organized; motivated and able to work independently in a deadline-driven environment
- Proficient in the use of computers for social media, graphic design, word processing, e-mail and Internet
- Working knowledge of WordPress or other website software programs
- Ability to obtain a clean Police Records Check – vulnerable sector screening
- A valid driver's license and owning a reliable vehicle are considered definite assets. Incumbents who do not possess a valid Ontario drivers' license must be willing to undergo the required training to obtain one in a reasonable timeframe

Working Conditions:

- Comfortable office environment

- Work travel between TI's locations and other locales within Ottawa
- Occasional out of city travel may be required
- Occasional evening and weekend work may be required
- Occasional tight deadlines and competing priorities

Personal Characteristics

- *Adaptability:* Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency
- *Behave Ethically:* Understand ethical behaviour and business practices and ensure that one's own behaviour and the behaviour of others remains consistent with these standards and aligns with the values of the organization
- *Build Relationships:* Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization
- *Communicate Effectively:* Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques
- *Creativity/Innovation:* Develop new and unique ways to improve operations of the organization and to create new opportunities.
- *Focus on Client Needs:* Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters
- *Foster Teamwork:* Work cooperatively and effectively with others to set goals, resolve problems and make decisions that enhance organizational effectiveness
- *Lead:* Positively influence others to achieve results that are in the best interests of the organization
- *Make Decisions:* Assess situations to determine the importance, urgency and risks, and make clear decisions, which are timely, and in the best interests of the organization
- *Organize:* Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities
- *Plan:* Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results
- *Solve Problems:* Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- *Think Strategically:* Assesses options and actions based on trends and conditions in the environment, and the vision and values of the organization.