

Communications Manager

Job Summary

The Communications Manager creates and implements communications and marketing plans, involving supporting internal and external communications as well as measuring and reporting on the effectiveness of initiatives.

Level: Manager

Competencies

Integrated Marketing Communications (Level 4)

Developing and implementing marketing messages and strategies that optimize the communication of the organization's brand to target markets.

Applies the competency in new or complex situations and advises others.

- Manages integrated marketing communication strategies and budgets.
- Sets quality standards for integrated marketing communications.
- Provides expert marketing communication advice and guidance on the organization's integrated marketing initiatives.
- Evaluates the effectiveness of integrated marketing communication activities, tools, media and campaigns.
- Anticipates trends and directions and recommends ways to adapt them to the organization's environment.

Media and Public Relations (Level 4)

Manages communication and other activities in order to create and sustain a positive image of the company to the public.

Applies the competency in new or complex situations and advises others.

- Resolves media related issues likely to affect the company's reputation.
- Analyses the effectiveness of the communication strategy and if necessary develops interventions.
- Establishes and maintains working relationships with clients, government officials, and media representatives and uses these relationships to develop new business opportunities.
- Coaches others on ways of communicating delicate or sensitive issues to the public.
- Identifies and acts on opportunities (including possible company activities) to improve public perception and gain public support.
- Builds trust and credibility with key community/public figures and groups.

Content Marketing (Level 4)

Developing content strategies, programs and tools in line with the organization's marketing framework and objectives.

Applies the competency in new or complex situations and advises others.

- Manages the digital marketing creative development process in partnership with in-house creative team to ensure creative is consistently optimized and consistent with brand, marketing objectives, and strategies.
- Manages publisher, technology and agency partner relationships.
- Executes social media strategy through organizational goals, competitive research, platform determination, benchmarking, messaging and audience identification.
- Establishes key performance indicators to manage performance and communicate results/value to leadership team.
- Reviews and advises on site changes, improvements, and technical enhancements based on web analytics
- Manages relationship with external editorial, writers or consultants to ensure that they are executing against content marketing strategy and driving tangible, compliant business results.

Marketing Strategy (Level 4)

Establishing the marketing goals and objectives of the organization and identifying the strategy for achieving them.

Applies the competency in new or complex situations and advises others.

- Establishes a long-term marketing strategy aligned with the overall marketing goals and objectives.
- Assesses the potential impact of wider environmental forces on the marketing strategy (e.g. culture, ethics, economics, politics, legal frameworks and sustainability).
- Provides strategic coaching and leadership to the marketing team.
- Distributes resources across segments/products/business lines, based on marketing objectives/priorities.
- Anticipates and builds capacity and capability to respond to future market needs.

Fostering Communication (Level 3)

Listening and communicating openly, honestly, and respectfully with different audiences, promoting dialogue and building consensus.

Adapts communication

- Tailors communication (e.g., content, style and medium) to diverse audiences.
- Reads cues from diverse listeners to assess when and how to change planned communication approach to effectively deliver message.
- Communicates with all organizational levels.
- Understands others' complex or underlying needs, motivations, emotions or concerns, communicating effectively despite the sensitivity of the situation.

Collaborating with Others (Level 3)

Working together with others in a cooperative and supportive manner to achieve shared goals.

Fosters collaboration

- Gives credit and acknowledgement for contributions and efforts of others.
- Provides constructive feedback to others.
- Helps build consensus among members of groups.
- Provides opportunities for all group members to contribute to group discussions.

Planning and Organizing (Level 3)

Reaching goals that are central to organizational success by making and following plans and allocating resources effectively.

Plans and organizes major activities

- Identifies varied resources needed (e.g., different types of expenditures; different skill mixes).
- Produces realistic and achievable work plans.
- Develops contingency plans to handle potential obstacles.
- Breaks activities into smaller components to facilitate completion.
- Renegotiates commitments or deadlines as circumstances dictate, ensuring "no surprises" at the expected completion.
- Evaluates the extent to which objectives have been achieved.

Achievement Orientation (Level 3)

Focusing efforts on achieving high quality results consistent with the organization's standards.

Helps others meet and exceed standards

- Assists others to improve efficiency.
- Coaches others to follow own example of excellence.
- Contributes ideas for improvements in work methods, systems, processes, and procedures.
- Encourages responsible risk taking to achieve high quality results.

Responsibilities

Media & Public Relations

- Manage member communications and stakeholder communications
- Manage measurement and reporting on the effectiveness of communications and marketing initiatives
- Manage a team of communications professionals
- Support internal communications to employees regarding corporate initiatives priorities and communications
- Develop strategic and integrated social media campaigns, aligned with overall marketing and communications objectives and strategies
- Develop and implement communications and marketing strategies, projects and initiatives
- Develop all marketing communications and sales support materials to be used within the market
- Drive the development of engaging communications events and campaigns to further the organization's reputation, media, and social media efforts
- Identify and manage opportunities in internal and external communications as well as social and digital media
- Monitor the effectiveness of marketing communications and campaigns to ensure that they meet the agreed campaign objectives

Knowledge Areas

- Adobe Creative Suite (Intermediate)
- Google Analytics (Intermediate)
- Microsoft Office Suite (Intermediate)
- Microsoft SharePoint (Intermediate)
- Social Media Platforms (Intermediate)
- WordPress (Intermediate)