



COMMUNICATIONS OFFICER

Job Overview

Implements communication and promotion strategies and information programs, publicizes activities and events, and maintains media relations on behalf of ICTC in both English and French. Manages release of information to gain maximum benefits for efforts. Reports to the Senior Director, Digital Transformation & Strategic Outreach.

Tasks

Management and Coordination

- Ensures cross-organization communications of project information and opportunities with a focus on business goals of the organization.
- Provides input into the development of longer-term internal and external communications plans as required.
- Manages vendors used for printing and graphic design of communication and marketing materials.
- Designs and develops processes around ICTC communication strategy.
- Participates in event planning activities and executes event plans and project launches to maximize outreach.
- Integrates project communication plans into a common organizational communication plan.

Affiliate Program/Partnership Activities

- Drafts procedures and documents to achieve affiliate program and partnership goals.
- Coordinates with President and Executive team to create and execute upon affiliate program outreach and goals
- Administers and maintains the affiliate section of the website.
- Maintains and updates the forecast spreadsheet.
- Monitors individual affiliate websites to scan for events and noteworthy materials for the Executives' attention.

Editing and Writing

- Assists in editing, writing and development of various material for external audiences (from marketing material to newsletters and press releases to government applications).
- Creates messaging around internal programs and ongoing communications issues with the aim to tie the areas of the organization into cohesive positioning.
- Proofreads final text; input corrections as required.

Marketing and Outreach

- Creates campaigns for project launches, creates communications and presentations, business proposals, position papers, annual reports, and Council newsletters.
- Gathers information to design, write, edit and revise marketing materials, presentations, press releases.
- Assists in communications for special events.
- Develop and implement public outreach, media relations and community relations strategies through the use of, but not limited to the ICTC websites, webinars, newsletters, Facebook,



Twitter, YouTube, LinkedIn, Pinterest, Instagram, blogs, press releases and other external communications.

Government Relations Support

- Assists in planning visits by government officials, and in establishing meetings between government officials and the senior executive.
- As required updates issue papers and contact list for government contacts.
- Assists in monitoring the federal, provincial, and municipal government news dates pertinent to ICTC, including new representatives, policy changes, budgets, etc.
- As required, drafts letters to government officials to support GR initiatives.

Experience and Education Requirements

- Minimum of two (2) year diploma or equivalent in Business Administration, Public Relations, or Communications
- Minimum of three (3) years experience in Marketing, Journalism, Public Relations and Communications with demonstrated capability in various social media tools
- Minimum of two (2) years experience handling media relations regularly and frequently (public, private or NGO sector) with an emphasis on print and broadcast media
- Proven ability to ensure consistent quality of written output, with strong attention to detail
- Demonstrated ability to meet deadlines, work productively under pressure, handle competing priorities, take initiative, be proactive and manage projects independently
- Ability to work well in a team environment
- Strong communication and interpersonal skills
- Excellent computer skills
- Experience creating social media content is an asset
- Bilingualism (English and French) required