

Job Description

Job Title:	Manager, Communications
Job Category:	Specialist/ Management
Reports to:	Executive Director, Communications & Marketing

SUMMARY

The Manager, Communications, is a senior member of the Communications and Marketing team and is responsible for leading the communications services function and providing strategic communications and advisory services to the organization. The Manager oversees the centralized intake for communications requests and ensures effective planning and distribution among the Communications Services team, ensuring a strategic and proactive approach to business partnering – including strong project management. The Manager oversees the development, implementation and evaluation of strategic communications and marketing plans within each of the Business Partners' portfolios to promote HEC's programs and initiatives in a way that supports the organization's goals and objectives.

DUTIES & RESPONSIBILITIES

- Leads the communication services function for all HEC communications and marketing, overseeing the centralized intake of activities with internal clients and assigning work to the Communication Services team.
- In collaboration with the Communication Services team and other Communications and Marketing colleagues, proactively identifies opportunities for strategic communications and marketing activities.
- Oversees and supports the development, implementation, and evaluation of strategic communications and marketing plans to promote HEC and its programs and initiatives.
- Provides leadership and direction to the Communications Services team of Communications and Marketing Business Partners related to communications and marketing projects for internal clients, supporting them in their interactions with internal clients.
- Provides strategic leadership for the project management and coordination of work identified through the centralized intake.
- Provides leadership and reviews a wide variety of products prepared by Communications & Marketing Business Partners supporting internal clients with content for web, social media, internal communications, e-mail marketing, media relations and more.

- Leads HEC media relations, including proactive media outreach and responsive media requests, as well as collaborating with the Manager, Enterprise and Digital Marketing on media monitoring and thought leadership.
- In collaboration with the Executive Director, Communications and Marketing, and the Manager, Enterprise and Digital Marketing, works to support the development and monitoring of communications operating procedures, policies and workplans.
- Collaborates with the Manager, Enterprise and Digital Marketing and their team to develop and implement brand awareness and engagement strategies
- Collaborates with the Manager, Enterprise and Digital Marketing and their team to gather, interpret, and apply insights and analytics from the organization's social media and owned channels to enhance communications & marketing efforts.
- Works closely with departmental leads to prepare briefing notes and other materials to ensure HEC's Senior Leadership Team, Board of Directors and committees are appropriately briefed on matters related to the organization's Communications and Marketing Communication Services.
- Under the direction of the Executive Director, Communications and Marketing, provides leadership in the development and delivery of key communication priorities.
- Develops and maintains solid relationships in the health services, government, and communications sectors, to support program operations and ensure appropriate representation of HEC's work, including with project partners.
- Oversees the production of high-quality English and French writing and editing services for web, social media, media materials and other communication products in support of internal clients.
- Develops and nurtures relationships within own team as well as organization-wide colleagues, contractors, and external partners.
- Supervises direct report(s) and provides overall leadership as a senior member of the Communications and Marketing team.
- Provides strategic communications advice and support to the Executive Director, Communications and Marketing, Manager, Enterprise and Digital Marketing, senior leadership team, and organization-wide colleagues.
- Develops and manages annual budgets. Develops internal policies and procedures and ensures their implementation.
- Represents HEC at workshops, conferences and events as required.
- Periodically acts as back-up to the Executive Director, Communications & Marketing.
- Other duties as assigned.

EDUCATION & EXPERIENCE

- Bachelor's degree in communications, marketing, or a related field is required.

- Minimum of five (5) years of progressive experience in a similar function is required, including at least three (3) years in a supervisory/management role, preferably in a healthcare delivery or not-for-profit organization.
- Bilingual in French and English is required (English and French Communication at the Advanced “C” level is required).
- Advanced computer software skills in Microsoft Office suite and virtual environment are required.

SKILLS & COMPETENCIES

- Inclusive leadership style and highly developed people management skills.
- Well versed in concepts and strategies around all facets of communications and marketing including, but not limited to, website content, social media, graphic design accessibility (including AODA) and email marketing.
- Ability to foster strong internal and external relationships.
- Highly developed interpersonal and problem-solving skills.
- Excellent project management skills including the ability to plan and collaborate with other teams across the organization.
- Highly self-motivated with desire to contribute to the success of a healthcare improvement organization.
- Excellent oral and written communication skills.
- Demonstrated time management skills, well organized and attentive to detail.
- Professional tact and diplomacy and confidentiality required.
- Ability to work well in a dynamic and highly motivated team.

MANAGEMENT/SUPERVISORY AND ADVISORY RESPONSIBILITY

Direct Supervision: One to three direct reports.

Provides functional advice: Provides strategic advice and recommendations to Programs/Strategic Initiatives on program development and delivery from a communications and marketing perspective.

CONTACTS

Internal: Establishes and maintains effective relationships with all employees at all levels.

External: Maintains effective relationships with those who deliver healthcare, patient partners, Indigenous partners, researchers, policy makers, vendors, and suppliers.

EFFORT & WORKING CONDITIONS

Effort: Regularly required to manage several tasks simultaneously over an extended period, and juggle multiple competing priorities with occasional urgent situations.

Working conditions: May be required to engage in local or overnight travel. Is required to occasionally extend hours of work to meet work demands and occasionally expected to work evenings and weekends during peak periods. Frequently interrupted.