

**Position Title:** Communications Manager

**Reports to:** CEO

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## Summary

To manage the SWIFT brand and to develop and execute an overall communications strategy. To manage the SWIFT social media and website. Lead all communications activity for SWIFT including corporate communications/media relations, sponsorships and events, community activities and First Nation engagement.

## Responsibilities

### *Communications*

- Write promotional materials, website content, articles, publications and other communication materials as required.
- Coordinate and maintain website and social media platforms
- Develop and coordinate social media strategy
- Craft key messages for specific groups, initiatives or projects
- Develop newsletters, press releases and fact sheets
- Organize new and innovative ways to communicate and engage stakeholders
- Promote ongoing community events

### *First Nations Engagement*

- Work with Stakeholder Relations Manager to lead the engagement with First Nations for SWIFT
- Maintain records of First Nation contacts for reporting to funder

### *Other*

- Responsible, as an employee, for occupational health and safety.
- Maintain knowledge and skill at a high level with training and development through courses, workshops and selected reading.
- Other duties as assigned.

## Working Conditions

Normal working hours are a 37.5 hour week with overtime required from time to time to deal with emergencies, deadlines, special events and peak periods. Required to maintain a professional public image of SWIFT to governments, other outside

organizations, and the public.

Works in a high profile public office with the requirement to juggle priorities, deal with frequent interruptions and changing demands during the course of a working day while maintaining a pleasant, professional and positive demeanour. Required to maintain complete confidentiality and discretion due to the sensitive nature of financial, administrative, personnel, and policy matters.

Some travelling throughout southwestern Ontario is required for performing the work.

## Contacts

### *Internal Working Relationships*

Internal contacts include the Executive Director, Board Members and other staff and consultants.

### *External Working Relationships*

External contacts include municipal governments, municipal agencies, provincial ministries, telecom providers, various stakeholders, the general public and the media.

## Knowledge and Skill

- Post-secondary education in Communications, public relations, journalism, graphic design from a recognized institution or three years of non-profit related work experience.
- Demonstrated experience in public relations
- Experience in WordPress publications (or similar), Facebook, Twitter, and social media platforms
- Experience with MailChimp or similar platform
- Excellent written and oral skills
- Interest in working in Non-profit environment
- Must be a team player and an ability to work independently
- Excellent interpersonal and communications skills, including presentation skills.
- Strong interpersonal skills and a proven ability to communicate effectively with all levels of staff and with the media.
- Excellent organization, attention to detail and coordination skills; ability to work calmly under the stress of conflicting deadlines and assignments.
- Demonstrated experience in project management.
- Ability to work independently with minimal supervision.
- Advanced level knowledge of Microsoft products (office 365)
- Proficient user of programs such as Adobe and Creative Suite.
- Valid Driver's license.