



## Gwin Communications

### **Communications Manager**

Gwin Communications is an Indigenous owned, full service public relations company. Clients depend on our expertise to navigate the complex avenues of community outreach, strategic planning, crisis communications, political strategy, social media marketing, media relations and cultural awareness training. Gwin Communications provides services to several First Nations and Metis organizations and specializes in elevating Indigenous voices, projects and issues across Canada.

Gwin Communications is recruiting a full-time Communications Manager to help manage the internal work of the team and the external relations with clients. The Communications Managers will work remotely and will coordinate the deliverables of our team.

Reporting to the Director of Communications, the Communications Manager will be responsible for supporting the Director in various facets and with multiple clients. The successful candidate will have experience leading staff, creating communications strategies, and implementing tactical plans. The Manager will also prepare content for updating communication assets, assist with design of promotional materials, assist with photography (when required), maintain databases and filing structure for digital assets, and have strong technical communications training and skills.

Candidates will have regular supervision and development opportunities including video-conference meetings, ongoing virtual team messaging/chat tools, emails, telephone calls, and when possible/required face-to-face team meetings (as public health considerations for COVID-19 allow).

### **Key Responsibilities**

- Develop and implement marketing and communications strategies and campaigns, for the organization and clients alike, and monitor their success.
- Define key performance indicators for each communications channel for tracking and reporting.
- Ability to organize and execute on multiple projects concurrently, while managing staff deliverables and timelines of defined communications strategies and campaigns.
- Proactively improving communications protocols/procedures and fostering employee collaboration.
- Oversee the creation of communications collateral to ensure consistency with the client's brand.
- Represent the organization with clients and at events.

## **Skills & Competencies**

- Experience applying theory and practice to develop compelling visual, verbal, written materials, and framing communication for diverse audiences.
- Experience with social media content development, management, and other web technologies, including experience using social media management software.
- Experience with Adobe Creative Suite (InDesign, Illustrator, and Photoshop), Canva, Wordpress, G Suite - Google Workspace, Microsoft Office suite, and project management software (e.g. Asana, Monday, Trello, ClickUp).
- Superior attention to detail and communications skills (written and verbal).

## **Qualifications for Communications Manager**

- Post-secondary degree or diploma in a communications-related field (e.g. public relations, marketing).
- Education and practical knowledge of principles, practices and techniques of marketing, public relations, and business communications (e.g. public-relations, marketing, crisis communications, media relations).
- At least 3-5 years prior experience working in a marketing or communications role.

## **Requirements**

- Able to work flexible schedule including days, evenings, and weekends.
- Ability to travel throughout Alberta, on occasion.
- A valid Class 5 driver's license is considered an asset.

As this agency focuses on working with Indigenous communities, preference will be given to Indigenous applicants or people with extensive experience working with Indigenous or marginalized communities.

Applicants can send their resume and cover letter to [shani@gwincommunications.com](mailto:shani@gwincommunications.com). Deadline for resumes is **Friday, December 11, 2020**.

**Location:** Remote, home-office work (Alberta)

**Closing Date:** Friday, December 11, 2020

**Position Status:** Full-Time (40 hours/week), Permanent

**Salary Expectation:** \$60,000 - 75,000

**A competitive benefits package is included.**