



Gwin Communications

# Communications Manager

## The Opportunity:

Gwin Communications is an Indigenous owned and operated company focused on elevating Indigenous voices and their stories. We are committed to meaningful, transparent engagement, ongoing dialogue and communication with our clients, communities and stakeholders. Gwin Communications believes in empowering Indigenous Peoples to share their projects, issues and initiatives with mainstream media and the general public. Gwin Communications has created an impactful team, 75% of our team identify as Indigenous and almost 100% of our team identify as Black, Indigenous, or other people of colour (BIPOC).

Reporting to the Managing Partner, Client Services, the Communications Manager will be responsible for leading various initiatives and projects 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, provide oversight of design and promotional materials, maintain databases and filing structure for digital assets, and have strong technical communications training and skills.

The position will be working remotely with regular supervision and development including regular video-conference meetings, ongoing virtual team messaging/chat tools, emails and telephone calls.

## Responsibilities

### Communications Leadership

- High-quality, strategic communications support ensuring work for clients is meeting corporate brand standards and client expectations (e.g. thoroughly edited, consistent, high-quality and has appropriate tone).
- Collaborating to develop and implement effective communication strategies and, as required, tactical plans and occasional, as required, implementation.
- 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.
- Aligning deliverables work with organizational and client goals, branding and project objectives.
- Collaborating to develop and implement effective communication strategies.



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- Supporting the organization by developing/drafting communications protocols, procedures and policies.
- Ensuring work for clients is thoroughly edited, consistent, has appropriate tone, is high quality, etc
- Represent the organization with clients and at events.

### Staff Mentorship

- Mentoring/coaching junior staff with developing communications strategy and thoughtful tactical planning and execution of communications collateral.
- Building meaningful relationships to facilitate open, transparent dialog and collaboration with the team.
- Organizing staff developing in, for example, media relations, speech writing, key messaging, knowing your audience
- Reviewing staff draft materials and providing feedback.

### Media Relations

- Developing and maintaining relationships with journalists and media outlets.
- Pitching content to media outlets and relations, as required by Gwin Communications and its client base.
- Develop/provide media training.
- Building mutually beneficial relationships with local and regional media.
- Monitoring media coverage.

## 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

- Post-secondary degree or diploma in a communications-related field (e.g. public relations, marketing).



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- 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).
- Over 5 years prior experience working in a marketing or communications role.

## Requirements

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

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

Deadline for applications is Sunday, July 4, 2021. Send resume and cover letter to [tansi@gwincommunications.com](mailto:tansi@gwincommunications.com).

Position Status: Permanent, Full-Time (35-40 hours/week)

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

A competitive benefits package included. Benefits for full-time, permanent staff include paid vacation, personal days, flexible work schedules, remote work from home, health insurance and an awesome collaborative and supportive team culture!