

## **MANAGER, COMMUNICATIONS**

### **SUMMARY**

The Manager, Communications will be working within the corporate communications team managing communication plans and projects; supporting engagement and outreach efforts; developing and recommending strategies and plans to manage the Trust brand; fostering relationships with departments, stakeholders, partners and contractors; and monitoring and maintaining media relations. The Manager reports to the Director, Communications.

### **KEY ACCOUNTABILITIES**

#### **1. Manages communication plans and projects.**

- Contributes to the development and implementation of the Communication Department goals and objectives, and how to achieve those goals.
- Assists in strategic communications planning and budgeting.
- Oversees and supports the provision of department services including but not limited to: news releases, briefing notes, speeches, presentations, advertising, photography, videography, web and social media content, marketing collateral, event planning/management, media relations and communications planning.
- Assesses the impact of Trust communication strategies, plans and programs and recommends improvements.
- Reviews all public facing materials such as major reports, corporate documents, media releases, speeches, presentations, etc. for external publication.
- Oversees outsourced communications projects.

#### **2. Supports engagement and outreach efforts with residents and communities.**

- Provides communications planning advice and support for all engagement and outreach efforts.
- Supports online engagement and outreach efforts.
- Supports planning and execution of Trust events.
- Supports the planning and execution of corporate and community sponsorships.

#### **3. Develops, recommends and implements strategies and plans to manage the Trust brand.**

- Sets and monitors compliance with Trust graphic and presentation standards and communicates those standards to Trust staff.
- Communicates the brand strategy and visual identity guidelines and educates staff.
- Ensures brand and corporate communication standards are maintained.
- Provides support and guidance to stakeholders around acknowledging the Trust.
- Recommends strategies to enhance the Trust's brand.

#### **4. Fosters relationships with departments, stakeholders, partners and contractors on effective communication.**

- Liaises with Trust staff, stakeholders, partners and contractors to facilitate communications planning efforts and supports execution of communications activities.
- Provides guidance and advice on internal communications and facilitates the flow of information throughout the Trust.

#### **5. Monitors and maintains media relations.**

- Builds relationships and rapport with Basin media.

## COLUMBIA BASIN TRUST

- Plans and coordinates media coverage of Trust announcements and events.
- Coordinates responses to media inquiries about the Trust and its operation and programs.

### **6. Provides direction to the Communication Coordinator(s).**

- Assigns work responsibilities and priorities.
- Provides input into the employee performance review process.

### **7. Performs other related duties as required.**

## **QUALIFICATIONS**

### **Required Experience and Knowledge**

- A Degree in communications, public relations, journalism or related discipline, plus seven to ten years related experience.
- Working knowledge of principles, techniques and best practices related to communications, public relations, media relations and brand management.

### **Required Skills**

- Skilled in the use of a variety of software applications used in the work, such as PowerPoint, InDesign, Photoshop, and WordPress.
- Exceptional oral and written communication skills, and ability to research and write a variety of materials.
- Ability to think strategically.
- Ability to impact and influence others in an effort to achieve goals.
- Ability to organize, coordinate, oversee and deliver multiple, simultaneous projects.
- Ability to establish and maintain strong working relationships throughout the organization and externally.