



Communications Manager

JOB TITLE: Communications Manager

DATE: March 2022

REPORTS TO: General Manager

DEPT: Communications

SUPERVISES: 1

Position Summary

The Communications Manager works directly with the General Manager with input from the CCIA Communication Committee and Management Team to provide overall communication for the Canadian Cattle Identification Agency.

The Communications Manager is tasked with enhancing the effort to communicate effectively with internal and external stakeholders. The Manager leads one direct report and, collectively, the team is responsible for (i) providing tailored communications support to key internal and external stakeholders while ensuring consistency of corporate messaging across the organization, (ii) developing documentation to support our plans and compliance as part of the regulatory requirements, (iii) actively leading or supporting crisis communications and media-related efforts when required.

Job Functions

- Deliver compelling and aligned messaging to meet communication efforts while balancing the corporate message
- Serve as the lead for communications, develop and execute internal/external communication plans for programs and initiatives
- Maintain and monitor corporate style guidelines and check that all communication materials meet CCIA's standards
- Develop and/or assist in preparing, writing, editing and proofing written materials, presentations, speeches, key messages, news releases, etc., for the business and leadership communications
- Hands-on responsibility of CCIA's websites: design, content, maintenance, updates and ensure information is correct; work closely with other functional teams to ensure content is accurate
- Ability to use multiple software including: Microsoft Office suite, Acrobat Pro DC, Adobe Premiere Pro and Adobe Creative Cloud applications, Snagit, Office 365, Word Press
- Responsible for keeping CCIA active in social media; post and monitor CCIA's Facebook & Twitter sites
- Maintain communications material; ensure catalogue, fact sheets and other material is kept current and accurate
- Oversee the design print, digital advertising for placement in various publications and high traffic websites

- Work with other team managers to provide content and design for special projects that may involve print/mail house or other service providers
- Manage distribution lists for mailings
- Maintain public relations files, media tracking and press clippings
- Handle communications office tasks such as: filing, setting up meetings, generate reports, transcribe minutes, create presentations and conduct research
- Coordinate and attend Communications Committee meetings; implement suggestions and direction
- Responsible for sourcing, selecting, and keeping inventory of CCIA promotional items (swags) that are representative of CCIA and meet need as identified by the Client Support team
- Provide annual communications plan and budget with direction from General Manager and Communications Committee

Qualifications

- Bachelor's degree, preferably with a focus in Communications or a related discipline, and a minimum of 10 years prior related experience, including a minimum of one year of supervisor experience
- Bilingual capabilities with a focus on English and French is an advantage
- Proven capability in the development and execution of stakeholder engagement and communications plans
- Knowledge of the livestock agricultural industry is considered an asset
- Excellent interpersonal skills; can develop effective collaborative working relationships with internal and external personnel at all levels from a variety of disciplines
- Excellent computer skills and strong proficiency in Microsoft PowerPoint, Excel and Word applications
- Experience using Adobe software and applications, Content Management Systems, Snagit, Office 365, Word Press
- Ability to troubleshoot website issues
- Strong writer and self-starter who can quickly grasp business concepts and translate them into easy-to-understand communications materials
- Sound judgment and problem-solving skills
- Strong attention to detail, proven ability to prioritize, meet deadlines, multi-task and handle high-pressure deadlines
- Highest standard of personal ethics and integrity supported by open and honest communication

Work Environment

The physical demands include lifting objects up to 20 lbs. Reasonable accommodation can be made to enable people with disabilities to perform the described essential tasks.

Diversity and Inclusion

Canadian Cattle Identification Agency is strongly committed to Diversity and Inclusion and aims to create a healthy, accessible and rewarding work environment which highlights employees' unique contributions to our organization's success.

As an equal opportunity employer, we welcome applications from all to help us build a diverse workforce which reflects the diversity of our customers, and communities, in which we live and serve.