

Job Description

Job Title: Manager, Communications	Date Prepared: March 28, 2017
Incumbent Name:	Division / Department: Organizational Support
Reports to (Title & Name): Sr. Director, Operations	

<p>Job Purpose</p> <p>Develop and implement marketing and communication strategies including new member acquisition and promotion of products and services to members. (website, email, social media and print.)</p> <p>Strategically, this position supports the operational and member perspectives of the strategy map and is a member of CCCC's Leadership Team.</p>

Key Job Functions	% of Time Spent on Function on an Annualized Basis
1. Collects, manages and publishes digital content for CCCC's website and knowledge bank and maintains fresh copy and creative elements throughout content lifecycle. Provides input and direction to external graphic designer with regards to the look and feel of CCCC's electronic and print materials.	20%
2. Editing and proof-reading articles and publications (E.g. The CCCC Bulletin, Charities Handbook, Stewardship Handbook). Makes recommendations to contributors on use of plain language, grammar and style guide matters.	25%
3. Provides input into, maintains and executes CCCC's communication plan. Responsible for the articulation and communication of key messages about the organization. Writes member updates and promotional content related to the communication plan.	20%
4. Manages CCCC's social media channels (e.g. Twitter, Facebook) by sourcing and distributing creative content and news to inform members and promote CCCC's programs and services.	10%
5. Participates on project teams for projects of varying size and duration (e.g. Annual conference, webinars) by providing input from a Marketing and Communications perspective. Acts as a project lead in the production of CCCC's bulletin by providing input into layout, pictures and ensuring that content is submitted on time from contributors.	25%

Organization Structure

Provides technical guidance to staff with respect to use of plain language, tone, grammar, and style of writing.

No direct reports.

Decision Making and Authority

Decisions Made by You

- Determining content to be shared on social media.

Recommendations Made by You

- Layout, look and feel of CCCC's bulletin and production schedule
- Provides input and recommendations with regards to CCCC's Communications Plan
- Marketing of CCCC's products, programs and services
- Design and functional changes to website.
- Stylistic and grammatical changes to articles and publications.
- Scheduling, content, and tone of member and outreach communications.

Skills / Knowledge / Experience / Education Required

- Undergraduate degree in marketing, English or a related field.
- Minimum 3 years' charity management experience.
- Above average writing and editing skills.
- Demonstrated ability to write articles and web content as well as the ability to speak at seminars and conferences.
- Excellent research, project management, and social media skills.

Quantitative Data

Number of Staff Supervised Directly _____ Indirectly _____ Total _____

Annual Operating Expense Budget () _____ \$ _____

Other Quantitative Information (Please Specify)

Other Comments