

JOB DESCRIPTION MANAGER, COMMUNICATIONS

Reports To: Director, Communications & Programs

Hours & Location: 37.5 hours per week, Unit 301 – 747 Fort Street, Victoria, BC. Hybrid work offered (minimum 2 days in office)

Position Overview

The Manager, Communications works with Investment Agriculture Foundation of BC (IAF)'s teams and funding partners to ensure programs under IAF's administration are well communicated, managed, and are meeting or surpassing all pre-established goals and objectives. The Manager, Communications is responsible for managing the implementation of IAF's communications goals and program communications to ensure the IAF brand standard is maintained, and quality and exceptional customer service for IAF's clients. The position is an integral member of the IAF team and is expected to follow IAF processes and reflect IAF's values.

Core Competencies

- **Analytical Thinking & Problem Solving:** Analyzes problems systematically, identifies key factors and underlying causes, and generates sound solutions based on findings. Ensures decisions are made based on policies, rules, and organizational directives to solve emerging problems.
- **People & Resource Management:** Develops the knowledge, skills, abilities, and performance of team members and understands human, financial, and operational resource issues to improve overall organizational performance.
- **Communication:** Listens actively and articulately conveys information verbally and in writing, ensuring mutual understanding using appropriate language, style, and methods depending on audience and purpose of communication.
- **Attention to Detail and Quality Orientation:** Diligently attends to all areas of work, demonstrates care and attention to detail, and pursues quality in completing tasks.
- **Planning, Coordinating & Organizing:** Uses effective planning to determine the steps needed to achieve results, manages time and resources appropriately, and is accountable to following those steps to reach goals.

- **Flexibility & Adaptability:** Easily adapts to different conditions and changing situations within one's role and the organization and demonstrates openness to new ways of doing things.

Key Responsibilities

Communications

- Execute IAF's Communication Strategy; providing oversight, monitoring and corrective management to ensure the strategy is effectively implemented to IAF Brand standards
- Plan, manage, and coordinate communication activities and materials, i.e. reports, newsletters, news releases, website, and portal management
- Manage communication budgets
- Develop and manage marketing and communications campaigns and projects from start to finish, including social media marketing strategy and content marketing
- Support continuous improvement for IAF's client journey and user experience (UX)
- Organize and represent IAF at trade shows and events
- Establish and maintain professional working relationship with media, both traditional and digital and monitoring IAF in the media
- With direction from the Director, Communications & Programs prepare various corporate communications materials including annual reports, AGM materials, speech writing, presentations, media releases and announcements

Programs and Reporting

- Manage and execute communications requirements and recommendations for IAF-delivered programs and initiatives
- Manage and execute program reporting requirements for IAF-delivered programs and initiatives
- Maintain Funding Acknowledgement Guidelines and IAF's approvals process.
- Provide leadership, assistance, and expertise to industry partners (clients) executing Funding Acknowledgement Guidelines
- Work with all departments to ensure programs are delivered in accordance with their contractual requirements while ensuring a high level of client service across the team
- With direction from the Director, Communications and Programs prepare program analyses, briefings, reports, and presentations

Client Service Management

- Support IAF Staff in communication with clients and stakeholders and identify and resolve issues
- Support the Director, Communications & Programs to plan, develop, and implement service delivery models, and monitor customer service including continuous improvement processes
- Ensure appropriate tools and resources are in place, communication with industry groups is strong, and exceptional customer service is provided to support client applications

People Management (If applicable)

- Work with the IAF Management Team to support appropriate resourcing across the organization
- Manage a team of direct reports as required

Knowledge, Skills, and Abilities

- Excellent English writing, oral and presentation skills
- Excellent computer skills including MS Office Suite, Adobe Creative Suite, WordPress, and experience using SharePoint and portal management, including spreadsheets, presentation software, video production software and word-processing
- Knowledge of CRM and data management protocols
- Ability to compile, interpret, and report complex information in a concise and clear manner, both written and oral, while using discretion and maintain confidentiality
- Ability to effectively work with and support a dynamic and diverse group of professionals and maintain strong relationships
- Knowledge of BC agriculture and food sector is an asset
- Knowledge of non-profit organization or government is an asset

Qualifications and Experience

- Degree in communications, public relations, business administration or related field
- Minimum 3 years experience of relevant experience
- Experience at a manager-level in communications and/or work setting requiring program reporting and presentation on synthesized information
- Equivalent combination of education and/or experience will be considered

- Experience running all aspects of a campaign or project cycle
- Experience in report writing and editing

Working Conditions

- The standard schedule is Monday to Friday though days may vary based on position requirements. Travel within BC may be requested