



March 2015

## Communications Manager

### Job Summary:

The Communications Manager is responsible for publications (print, electronic and display) for the RHPO website and internet, as well as organizing news conferences, publicity and media relations while adhering to the guidelines as set out by the Board of Directors for the RHPO.

### Accountabilities:

- Manage the communication over various channels and functions
- Research, write, edit and design print and electronic material including newsletters, brochures, fact sheets, display materials and speeches
- Research and write display screen content
- Develop and execute media strategy across all media
- Ability to update content on the website and internet
- Update social media – Facebook, Twitter, Linked-In, and any new social media platforms
- Support the RHPO fundraising, services and education through public activities
- Develop relationships with target media representatives

### Requirements:

- Demonstrated skills, knowledge and experience in the execution of marketing, communications and public relations activities
- Strong creative, strategic, organizational and personal sales skills
- Computer literacy for word processing, data base management and page layout
- Strong oral and written communication skills
- Ability to manage multiple projects
- Ability to implement and expand social media strategy
- Take part in RHPO's external events
- Enhance communications with colleagues and develop an understanding of the RHPO and the needs of the organization
- Ensure the Board of Directors are well briefed on key communication issues