

MANAGER OF COMMUNICATIONS

Department	Communications and Public Relations
Position Summary	As a member of the management team, the Manager of Communications understands the internal and external communication needs of APEGS and is responsible for creating effective and meaningful dialogue, information, and transparent communication results. Reporting to the Director, the position works with a team of professionals to develop, implement, maintain and enhance communication programs focused on both internal and external audiences. The position will work closely with all departments across APEGS and provide leadership in the promotion, adoption, and effective application of communication programs. Through leadership in key messages, social media strategies, face to face engagement strategies, and variety of other relevant communication channels, the position will contribute to stakeholder education, awareness, and understanding.

Key Accountabilities

Communication Program Management & Service Delivery

- Develop and implement plans, programs and initiatives that support the goals and objectives of the APEGS strategic communications plan, and in alignment with the organization's strategic direction
- In consultation with the management team, propose, design, and operationalize APEGS' communications plans, strategies, message development, and tactics for identified key publics
- Strengthen employee communication-related competencies within APEGS by developing policies, guidelines, processes and tools that equip APEGS employees to provide superior communications to registrants and external stakeholders
- Lead production of APEGS core publications, including an Annual Report
- Responsible for leading the organization and management of significant stakeholder events including the Annual Meeting and annual outreach activities
- Develop and implement metrics and targets that inform the effectiveness of APEGS communication programs in achieving desired outcomes, while providing insights for communication program enhancements
- Maintain the APEGS policies, guidelines, and operating procedures focused on management of APEGS communication programs and processes.
- Initiate and support cross-functional projects that improve communication and alignment across departments
- Ensure the APEGS visual identity and brand standards are understood and appropriately applied by employees, service providers, and in a manner that upholds the look and feel of APEGS as a regulator of the professions

- Engage service providers to provide subject matter expertise and to provide additional capacity, in line with annual operating plans and project deliverables
- Develop internal service guidelines to manage expectations of APEGS departments reliant on the communications function to deliver professional communication expertise (which may include social media strategies; website functionality; major publications; major events)
- Support the media spokesperson protocol for management and Council, including assistance with media relations competency development
- Monitor and manage third-party contracts with service providers to ensure quality results are achieved and fiscal responsibility is demonstrated.

Operations

- Provide direct people leadership to direct reports (including time sheets, leave requests, delegation and work management support), onboarding, orientation, training, performance management, employee relations and safety
- In consultation with the Technology Department, identify and participate in business process improvement and system automation initiatives
- Provide leadership in cross functional cohesiveness of the management group through processes and collaboration methods that align with operational plans, priorities, and processes
- Actively participate in strategic and operational planning processes, as part of the management team. Apply the outcomes of APEGS planning and prioritizing exercises to guide focus and priorities, key performance metrics, and reporting for areas of responsibility
- Recommend business plans and budgets, and manage responsibilities in accordance with the approved budget
- In consultation with the Executive Director and Registrar, fill in for the Director, including resolving pressing issues, making needed decisions, or attending meetings on behalf of the Director

Qualifications

Education and Experience

- Undergraduate degree in business administration, journalism, or a related discipline is required.
- Minimum 5 years of related business and management experience (i.e. communications or public relations management, managing stakeholder engagement, functional/department management, project management)
- Experience in development of RFP's, service agreements, contract management and managing achievement of goals and deliverables through external third parties is required
- Experience applying project and change management disciplines to internal and external initiatives is required
- Experience in training, supporting and guiding diverse and cross functional teams is a definite asset, as is experience creating communication and engagement strategies that support stakeholders in buying into, helping support, and implementing change

Knowledge, Skills and Abilities

- A strong command of the English language as it pertains to effective and efficient business communication

- Strong computer skills including demonstrated competence in Office 365, and proven acumen in applying a diverse array of in-person and digital communication methods to achieve desired results
- Demonstrated knowledge of the use of print and broadcast media, preferably with experience in establishing and maintaining effective working relationships with relevant local, provincial, and national media
- Proven ability to collaborate with others to ensure a healthy and supportive work environment
- Proven ability to apply sound judgement and make decisions reflective of facts, protocol, and applicable policy guidance, while also demonstrating regard for any unique, complex, or sensitive circumstances
- Skilled in building trusted connections and maintaining effective working relationships both internal and external to APEGS
- Models effective, forthright, and respectful communication and interactions with internal and external contacts, with a strong commitment to help others be successful
- Demonstrated business and financial management acumen
- Demonstrated self-awareness, accountability of self, and personal capacity
- Demonstrated ability to adapt, and apply resiliency in response to change or unfavorable situations
- Experience with a professional association or in a regulatory environment is an asset