



Job Description

Manager Communications

Recipient of the
2017 Surrey Board
of Trade Surrey
Business
Excellence Award

Recipient of the
2016 Surrey Board
of Trade
Surrey Child and
Family Friendly
Workplace Award

Position Summary:

PCRS is seeking a self-motivated professional to provide leadership and direction to PCRS communications. The successful candidate will be a creative, experienced, confident communicator and presenter who brings new ideas to the table and has extensive communications experience. A self-starter, the manager will have excellent project management and time management skills. The manager is responsible for the preparation of high level communications such as the CEO messages, speeches and presentations, as well as external and internal communications. This position maintains broad external contacts, and requires a sound understanding of stakeholder relations, trends, outcomes, culture sensitivity, and service evaluation.

Key Areas of Accountability:

- Strategic Vision
- Operational leadership
- Team building
- Stakeholder relations

Primary Duties:

1) Strategic Vision

Participate in the development of the Strategic Vision.

2) Operational Leadership:

- Hire, on-board, supervise, and mentor staff and volunteers.
- Develop annual marketing and communication plans and campaigns.
- Define and write key messages. Proactively identify enhancements and improvements to stakeholder communications.
- Create, develop and coordinate external and internal communications for the CEO and staff such as the Annual Report, press releases, promotional material, presentations, document editing, and monthly newsletter.
- Write and edit creative and engaging copy for social media posts.
- Ensure branding standards are met in all internal and external communications.
- Evaluate and measure success.
- Responsible for day-to-day operational budget and reporting.
- Coordinate donor relations and files, explore and pursue opportunities for partnerships, and develop proposals for service expansion, renewal, and development.
- Conduct research; develop and update communication policies; understand and apply PCRS's policies and procedures; identify, address and resolve issues related to policy.



- Work within applicable Act/Regulations and roles of government and funders.

3) Team Building:

- Lead and develop an engaged, collaborative and effective staff team.
- Communicate effectively with coworkers and staff, and participate in team efforts.
- Provide professional development and training.

4) Stakeholder Relations

- Engage stakeholders on social media channels; interview participants to provide feature-like success stories.
- Support event planning and execution.
- Maintain and develop effective relationships with media relations, consultants, contractors and printing companies.
- Develop effective contacts to pursue PCRS's government relations goals.

Academic and Job Experience Required:

- Bachelor's degree in a relevant discipline, (Master's degree preferred) combined with at least seven (7) years' experience in an applicable field.
- An equivalent combination of education and experience will also be considered.
- Excellent project management and time management skills.
- Experience in staff leadership, supervision, fiscal management, and budgeting.
- Excellent writing, editing, proofreading, layout and design, professional printing/publishing skills including ability to present concepts verbally.
- Advanced computer skills notably Word, PowerPoint, and Excel; experience with Adobe Creative Cloud, notably Illustrator, Photoshop and InDesign.
- Strong knowledge and understanding of current trends in digital media/social media.
- Experience creating and working within a culturally inclusive environment for staff, partners, and participants.

Basic Requirements:

- Criminal record check including the vulnerable sector.
- Driver's license and abstract.

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