



**Position Title:** Communications Manager

**Grade:** C2

**Reports to:** Vice President

**Duration of Contract:** Three-year term

**Position Location:** Burnaby, British Columbia

*Commonwealth of Learning (COL) helps governments and institutions to expand the scale, efficiency and quality of learning by using new approaches, appropriate technologies, and open and distance learning methodologies. Headquartered in British Columbia, Canada, COL promotes innovation and works with Member States to facilitate learning in support of sustainable development. It is financed by voluntary contributions from Commonwealth governments.*

## **Overview of the Position:**

The Communications Manager has a key role in communicating clear and targeted messages about COL's work to its diverse stakeholders. The job holder is expected to develop and implement a robust communications strategy to raise the profile of COL and to promote effective stakeholder engagement across the Commonwealth.

## **Duties and Responsibilities:**

- Develop and implement a robust communications strategy and action plan (both internal and external) that highlights COL's work utilising both conventional and emerging information and communication technologies and tools.
- Write and edit a broad variety of materials such as news releases, blogs and feature articles to advance communication goals.
- Produce and disseminate high-quality open access materials, including brochures, videos, and mass e-mails within established time schedules; maintain and update all content on COL's website; manage social media sites for COL and respond to inquiries.
- Support COL's work in developing relationships with key stakeholders and gather information to effectively manage these relationships.
- Assist in maintaining media relations around the Commonwealth, including arranging interviews and preparing press releases.
- Publish COL's regular publications such as *Connections* on an agreed schedule.
- Supervise direct report(s) including developing work plans, conducting performance reviews and identifying appropriate training and development opportunities.
- Track, measure and evaluate the effectiveness of all communications activities to drive priorities and elevate COL's brand.
- Maintain and foster relationships with key media contacts locally and internationally.
- Work in collaboration with other teams to provide communications support for the programme.
- Undertake other related tasks as directed by the President & CEO.

## **Direct Reports:**

Graphic Designer & Production Coordinator



**Qualifications and Experience:**

Qualifications	Experience
Essential Undergraduate degree, in a relevant discipline such as public relations, communications, journalism.	Essential 5+ years of relevant experience in the Communications function in a small to medium size organisation or association. Specific experience with developing communication products in both print and electronic media.
Desirable Postgraduate degree in a relevant discipline.	Desirable Demonstrated experience of working with media in developed and developing countries.

**Skills and Competencies:**

- **Innovation & Creativity** – Injects originality into daily work through research, personal knowledge, and networking relationships; thinks "outside the box"; brainstorms and encourages new ideas and solutions; takes appropriate risks.
- **Prudence** – Sets an example by consistently modelling high standards of performance, honesty and integrity especially with appropriate use of funds; ability to mobilise, prepare and manage financial budgets in an effective, efficient and judicious manner to deliver ‘value for money’.
- **Professional Judgment**– Possesses an in-depth understanding of the organisational goals; is sought out by others for advice in communications; has the expertise to be perceived as a thought leader and be a credible interlocutor in the field; ability to develop realistic, relevant and achievable plans including monitoring and evaluation strategies; demonstrates a "can-do" and positive approach.
- **Networking** – Ability to develop and maintain a network of contacts in agencies and institutions on issues related to communications; exercises discretion and diplomacy while representing COL’s interests; capable of identifying and selecting quality partners, as well as to prepare, negotiate and manage agreements consistent with COL’s policies.
- **Communication, Supervisory and Team Orientation Skills** – Has exceptional writing, editing, proof-reading and storytelling skills; communicates effectively in a variety of settings including to wider audiences; displays sensitivity to ethnic and gender issues in verbal and written communications.

Possesses the capacity and skills to manage human resources (staff, consultants, advisors, etc.) and the ability to lead teams as well as communicate and work with others, both within and outside COL, by promoting co-operation and collaboration to achieve collective outcomes; openly shares information, knowledge and expertise with the team and co-workers; appropriately gives and is open to feedback.

- **Technical Skills:** Ability to create and distribute digital communications at a sophisticated level; has a willingness to learn and adapt to new technologies.

**Personal Attributes:**

- Commitment to the ideals of COL, notably to the role of learning as the key to sustainable development and to the capacity of technology to enhance that role.
- Capacity to work in a multicultural environment with a readiness to adapt to the work culture, where integrity, mutual respect and dedication to the organisation are expected.
- Demonstrates professionalism through provision of quality services, responsiveness and compliance with organisational policies and procedures.

**COL Headquarters is located at 4710 Kingsway, Suite 2500, Burnaby BC Canada V5H 4M2**