

POSITION	COMMUNICATIONS LEAD	
DETAILS	DEPARTMENT	Marketing
	REPORTS TO	Director, Marketing & Communications
	DIRECT REPORTS	Directly — None Dotted Line — 3
	BAND	4
	WORKPLACE	Hybrid — Office + Remote Work Environment
SUMMARY	<p>Creating the next evolution of IBAO’s brand voice. Developing and overseeing written materials across all communication platforms to build and engage IBAO’s various audiences. Leading the marketing team to consistency, excellence and inspiration in written communication and delivery. Opportunity for future development and management responsibilities depending on individual skillset.</p>	
RESPONSIBILITIES	<p>WRITING + EDITING (60%)</p> <ul style="list-style-type: none"> <li>▪ Magazine</li> <li>▪ Member Communications</li> <li>▪ Social Media</li> <li>▪ Web Copy</li> <li>▪ Press Releases</li> <li>▪ Blogs</li> <li>▪ Video Scripts</li> <li>▪ Event Scripting</li> <li>▪ Event + General Promotions</li> <li>▪ Consumer Awareness Campaigns</li> <li>▪ Marketing Materials</li> </ul> <p>PROJECT MANAGEMENT (20%)</p> <ul style="list-style-type: none"> <li>▪ Working across all IBAO programs developing and supporting the implementation of an effective communications strategy</li> <li>▪ Identifying relevant communication opportunities and creating, placing and communicating content and messaging</li> <li>▪ Testing formats and platforms, tracking use and uptake of communication products and reporting engagement, usefulness and impact of communication outputs and platforms</li> </ul>	

	<ul style="list-style-type: none"> <li>▪ Creating, maintaining and optimizing an annual communications plan and editorial calendar</li> </ul> <p>OTHER (20%)</p> <ul style="list-style-type: none"> <li>▪ Introducing and managing new communication tools and best practice in internal and external communication across mediums, bringing IBAO's output to the next level</li> <li>▪ Strengthening the communications skills and capacity of other team members and supporting them in implementing and fine-tuning their communication strategies and output</li> </ul>
<p>MANAGERIAL/SUPERVISORY RESPONSIBILITIES</p>	<p>Dotted line managerial responsibilities of IBAO's Marketing Team as it relates to written communication. Peer coaching and peer support required daily.</p>
<p>COMMUNICATION</p>	<p>EXTERNAL</p> <ul style="list-style-type: none"> <li>▪ IBAO Marketing + Communication Vendors</li> <li>▪ Industry + General Media Outlets</li> <li>▪ IBAO Members + Prospective Members</li> <li>▪ Business Reps + Provincial, National Associations</li> </ul> <p>INTERNAL</p> <ul style="list-style-type: none"> <li>▪ IBAO Team</li> <li>▪ Board of Directors + Executive</li> <li>▪ Volunteers + IBAO Committees</li> </ul>
<p>QUALIFICATIONS</p>	<ul style="list-style-type: none"> <li>▪ Proven ability to understand complex and nuanced concepts; interest and drive to communicate in clear and accessible language to a variety of audiences in effective ways, making use of multiple platforms and tools</li> <li>▪ Highest level of prioritizing and multitasking</li> <li>▪ Outstanding collaborator, keen to work with the entire team on creating and leveraging marketing and communication products that generate impact</li> <li>▪ Enjoys setting up, monitoring and updating content across multiple communication platforms, identifying key takeaways in third party messaging and undertaking extremely thorough copy editing to create effective communications</li> <li>▪ Post-Secondary Education in Marketing, Communications, Public Relations, Journalism, Creative Writing or related discipline</li> <li>▪ Technical Skills including Microsoft Office, Mail Chimp, Mail Build, Social Media Marketing, WordPress, Customer Segmentation and best practice in written communication across different platforms</li> </ul>

	<ul style="list-style-type: none"> <li>▪ 5+ years of progressive, demonstrated experience in corporate communications or a comparable context</li> </ul>
<p>CORE COMPETENCIES + ATTRIBUTES</p>	<ul style="list-style-type: none"> <li>▪ Outstanding writing, editing and proofreading abilities and clear enjoyment of all three</li> <li>▪ Deep understanding of the media and communications landscape with a track record of generating impactful and engaging communication products</li> <li>▪ Experience in managing and updating content across media platforms including traditional and social media outlets</li> <li>▪ Self-starter who is happy to provide a first draft quickly and iterate multiple times to perfect communication pieces</li> <li>▪ Technologically savvy and unafraid to dive into new processes and systems to test and experiment; focused on results in a fast-moving, hands-on environment</li> <li>▪ Sound judgment to drive communications initiatives with excellent skills in stakeholder management, networking and relationship-building</li> </ul>

Send cover letter or video submission and resume by August 30<sup>th</sup> to:

**NORAH BLACK**  
 Director, Marketing & Communications  
[nblack@ibao.on.ca](mailto:nblack@ibao.on.ca)