



COMMUNICATIONS OFFICER

DUTIES

■ The Communications Officer designs, implements and/or manages internal and/or external communications initiatives as part of the communications plan.

■ Main activities

Participate in the definition of the communications plan

- Advise, assist and support operating staff with their communications initiatives, analyze their needs, generate ideas.

Design communications tools and materials

- Design and produce communications materials (e.g. brochures, ads, etc.).
- Generate or manage the design and/or production of communications materials.
- Add and update information to the internal communications media (e.g. intranet, Internet).
- Ensure that both in-house and third party service providers uphold the corporate identity.

Project management

- Draw up a project's specific specifications, initiate a request for proposals.
- Set and stick to a budget.
- Develop and monitor scheduling.
- Coordinate the work performed by third-party service providers (Communications agencies, consultants, etc.).
- Provide the requisite oversight.

Corporate communications

- Oversee relations with media outlets, publishing firms and institutional contacts.
- Design and/or organize communications and public relations events.
- Organize and oversee a sponsorship deal.