



**The Institute of Corporate Directors (ICD) is presently seeking candidates for the following position: Director, Communications & Content**

**Term: Permanent**

**Location: Toronto, ON**

### **ABOUT THE INSTITUTE OF CORPORATE DIRECTORS (ICD)**

Established in 1981, the Institute of Corporate Directors (ICD) is a not-for-profit, member-based organization representing Canadian directors and boards across the for-profit and not-for-profit sectors, credit unions and Crown Corporations.

As Canada's largest director community, the ICD creates forums for dialogue, hosts networking opportunities and provides access to world-class resources for more than 17,300 members across a network of 11 Chapters. Members who successfully complete the ICD-Rotman Director Education Program (DEP) and ICD-led examination process earn the highly recognized ICD.D designation.

ICD members provide board oversight across all sectors of the economy and institutions that impact the lives of virtually every Canadian. Learn more at [icd.ca](http://icd.ca).

### **Role**

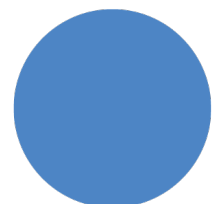
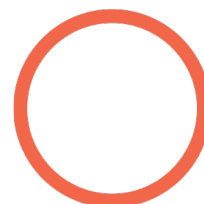
The Institute of Corporate Directors is seeking a Director, Communications & Content, to be responsible for defining and implementing an effective, organizational wide content strategy. This role reports to the VP, Sales, Marketing & Membership.

Content, across a range of channels and sources, plays a key role in providing ICD members with relevant information that informs, guides, and inspires directors to perform their governance role optimally. Directors work within a fast-paced, complex environment, and rely on the ICD to be an invaluable resource.

This role will work in a highly collaborative manner with key stakeholders internally, to optimize the ICD brand, align and integrate key activities within the organization to gain maximum impact and visibility and to track and monitor the personalized needs of our membership for on-going evolution of content.

### **Key Accountabilities**

- Monitor the reputation, integrity, and consistency of the ICD brand and the office of the CEO, across channels, working with an external PR firm.



- Grow ICD's presence within the media through outreach and relationship building.
- Develop the annual content plan, in consultation with Policy & Research, Education and Marketing.
- Lead the co-ordinated implementation of the annual plan across stakeholders and monitor for continuous innovation.
- Develop and monitor KPI performance with the goal of increasing member engagement.
- Lead the executional aspects/process of developing of non-educational, brand- aligned content, across various platforms.
- Build ICD's LinkedIn community.
- Track and monitor external developments relevant to the ICD's Corporate strategy.
- Facilitate effective internal, employee facing communication.
- Grow and develop two direct reports: Digital Content Lead and Manager, Communications.

## Requirements

- Minimum 8-10 years in communications and content strategy development.
- Graduate Degree in communications or public relations. SCMP an asset.
- Experience working effectively within the C-Suite. Demonstrated understanding of governance and/or Board level experience an asset.
- Strong track record of success in leveraging content for competitive advantage.
- Strong strategic and analytical command of CMS, CRM, SEO, and social platforms.
- Outstanding communication, writing skills, highly creative, with an attention to detail.
- Well-developed analytical and problem-solving skills and the ability to deliver multiple priorities through the identification and application of effective processes.

**To apply, please send a resume and a cover letter outlining your relevant experiences to [humanresources@icd.ca](mailto:humanresources@icd.ca).**

The ICD is committed to cultivating an inclusive, accessible environment, where each employee feels respected, valued, and supported. All qualified individuals may apply online. If you require disability-related accommodation to participate in our recruitment process, please note this in your application. We'll be happy to work with you to meet your needs.

Thank you for your interest, but only those selected for an interview will be contacted.

Please note that ICD presently works on a hybrid model. As such, candidates will be asked to indicate their availability to work in the ICD downtown Toronto office.

