

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

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, not-for-profit, Crown sectors, and Credit Union sectors.

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 18,000 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.

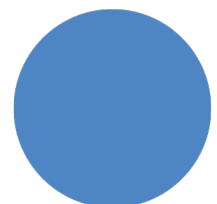
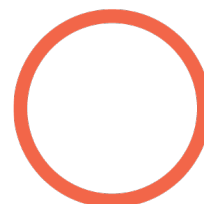
ICD members provide board oversight across all sectors of the economy and institutions that impact the lives of virtually every Canadian. Learn more at icd.ca.

ROLE DESCRIPTION

The Institute of Corporate Directors (ICD) is seeking a dynamic and strategic Manager, Communications to execute key elements of the ICD's Multi-Channel Content Plan. This is an exciting opportunity for a communications professional who thrives in a collaborative and fast-paced environment and is passionate about elevating brand visibility.

As the trusted resource for Canada's director community, the ICD provides critical insights and content that help board directors navigate complex governance challenges in an evolving business landscape. Our audience operates at the highest levels of leadership and decision-making, and expects excellence, relevance, and thought leadership in every interaction.

This role will work in a highly collaborative manner to uphold the reputation, integrity, and consistency of the ICD brand across all channels, enhance the organization's visibility, and oversee content production for ICD-owned channels.



Key Responsibilities:

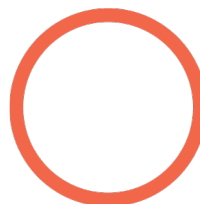
- Execute content strategy, planning, and execution across the ICD's owned channels, including the ICD Podcast series, in-house magazine, e-newsletter, webinars, and other strategic initiatives.
- Create a wide range of communication assets such as articles, podcast scripts, fact sheets, and presentations.
- Partner with internal teams to ensure brand consistency, uphold the ICD's reputation, and maintain the integrity of all communications.
- Establish, track, and evaluate key performance indicators (KPIs) for content.
- Analyze content performance data to improve communication effectiveness.
- Expand the ICD's digital presence on LinkedIn and other relevant social media platforms.
- Collaborate with the ICD volunteers and sponsors to increase the ICD member engagement.
- Assist with internal communications initiatives as needed.

Requirements

- Minimum 7 years in communications and social media management.
- Demonstrated understanding of corporate governance and the corporate business environment, an asset.
- Ability to communicate in both official languages, highly preferred.
- Ability to multi-task and deliver projects on time and in full within a complex, collaborative, multi-stakeholder environment.
- Effective inter-personal skills, working internally and externally through vendors to deliver outcomes.
- Outstanding verbal and written communication skills, highly creative, with an attention to detail.
- Superior proofreading, editing, and analytical skills.
- Ability to deal with uncertainty, tight deadlines, and transition easily with change.
- Ability to work independently and collegially in cross-functional teams.
- Strong organizational, time management, communication and interpersonal skills.
- Proven effective management of social platforms, specifically LinkedIn.
- Experience working with Microsoft Dynamics.
- Proficient in Microsoft Office, and project management tools, such as Asana and Media monitoring services.
- Graphic skills, Canva and HTML, familiarization with AI tools, an asset.
- Undergraduate degree in communications or public relations.

To apply, please send a resume and a cover letter outlining your relevant experiences to 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



a 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.

