



College of  
Registered Nurses  
of Manitoba

# Communications Coordinator

The Communications Coordinator helps plan, implement, and evaluate communication activities and initiatives that support the College's mandate and strategic objectives. They collaborate with their team and colleagues to provide tactical communication support and assist with the implementation and development of communications strategies.

## Scope of this position:

- Creates, edits, proofreads and coordinates a variety of communications materials including, but not limited to, website content, social media content, multimedia content, College publications, presentations and promotional material
- Under the direction of the Manager of Communications and Public Initiatives, plans, implements and evaluates social media strategies.
- Supports the production of the College's annual report and other major publications as required.
- Coordinates the production, distribution and management of subscriber lists.
- Provides regular reports on effectiveness of communications initiatives and makes suggestions for improvements.
- Provides communication counsel, coaching and support to colleagues and other departments.
- Develops, executes and evaluates tactical/operational communication plans.
- Monitors for consistent application of brand and writing standards, ensuring quality control and clarity of language.
- Assists with environmental scanning and media monitoring.

## Education and experience:

- Completion of a post-secondary diploma or and undergraduate degree in communications, marketing, or public relations
- Minimum of 2 years related experience
- Experience in communications planning, writing, editing, and graphic design for a wide variety of print and electronic communication materials
- Experience applying and interpreting communications best practices and ethics
- Experience conducting research, using analytics and other data to support the development of communications materials and to support collaboration in a team-based working environment
- Experience working with email sending platforms such as MailChimp or Constant Contact and social media management tools such as Hootsuite would be an asset
- Experience supporting media relations and media monitoring would be an asset
- Excellent oral and written communication skills
- Advanced proficiency in Microsoft Office, including a basic understanding of databases
- Proficient with Adobe Creative Cloud programs including InDesign, Photoshop, Premier Pro and Acrobat, and able to create visually striking presentations and materials
- Knowledge of website content management systems, analytics and social media tactics
- Ability to apply accessibility and plain language principles

This position requires flexibility, attention to detail, motivation to be self-directed, an ethical regard for confidentiality of information and professional presence.

**To apply, please submit your resume and cover letter before noon on June 26, 2023 to:**

Susan Irwin - Manager of Human Resources  
[careers@crnm.mb.ca](mailto:careers@crnm.mb.ca)

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**THIS POSITION IS A FULL-TIME, PERMANENT ROLE WITH A SALARY STARTING AT \$54,561.  
WE ALSO OFFER A COMPETITIVE BENEFITS PACKAGE.**

*We thank all who apply, but only those chosen for an interview will be contacted.*