



College of
Registered Nurses
of Manitoba

Manager of Communications

Reporting to the Chief of Regulatory Practices, the Manager of Communications provides strategic communications advice to leadership, oversees the Communications Department, and is responsible for communications planning, media relations, digital communications, publications, and crisis communications to ensure clear, consistent, accessible, and effective messaging across the College.

Scope of this position:

- Acts as the primary strategic communications advisor including assessing reputational issues, evaluating issue complexity and prioritizing communications needs.
- Assesses communications requests and major project needs, determines required communications support and coordinates resources.
- Develops indicators to assess relationship quality, reputational impact, and communications effectiveness.
- Oversees the measurement and reporting of communications outcomes for major initiatives, projects and College-wide priorities.
- Maintains a working knowledge of the legislation, regulations, policies and bylaws governing the College's operations to provide effective recommendations and strategic communications advice.
- Conducts research, environmental scans, analysis, and anticipates emerging issues, prepares briefing materials, key messaging and other deliverables.

Education and experience:

- Completion of a bachelor's degree and a professional communications accreditation (such as CMP, SCMP, APR, or CP3); or an equivalent combination of education and experience
- Five years of progressively responsible communications experience, including experience leading communications projects and/or supervising staff
- Experience in the successful development, execution and evaluation of strategic communications plans
- Experience in media relations and issues management
- Experience managing, developing, and producing a wide variety of communications materials
- Experience in interpretation of legislation or policies to support strategic communications objectives
- Excellent knowledge of the principles and best practices of strategic communications management for a variety of audiences
- Excellent analytical and problem-solving skills to facilitate the identification of relevant communications issues
- Proficiency with MS Office, including Teams, SharePoint and Excel

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

To apply, please submit your resume and cover letter before noon on July 6, 2026 to:

Susan Irwin, Manager of Human Resources
careers@crnm.mb.ca

**THIS POSITION IS FULL-TIME WITH A SALARY STARTING AT \$103,584.00
WE ALSO OFFER A COMPETITIVE BENEFITS PACKAGE.**

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