



College of
Registered Nurses
of Manitoba

Communications Specialist

The Communications Specialist 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 communication counsel, coaching, and support, and aim to build positive relationships with interest-holders.

Scope of this position:

- Plans, manages and coordinates communications projects from concept to completion, including creating, editing, and proofreading website content, social media content, multimedia content, College publications, presentations and promotional materials in collaboration with communications team members, subject matter experts, and other College staff.
- Plans, implements, and evaluates social media strategies.
- Plans, writes for and liaises with designers to manage the production of the annual report.
- Plans, writes articles for, and coordinates with other departments to produce content for the College website.
- Monitors, analyzes, and reports on effectiveness of communications initiatives and recommends improvements based on available measurement and data tools.
- Plans, writes for, and maintains the College's website and intranet.
- Proactively identifies potential issues and opportunities for interest-holder and public engagement.
- Provides customer service during registration renewal period including phone, email, online chat and social media support.

Education and experience:

- Completion of a post-secondary diploma or undergraduate degree in Communications, Marketing, Public Relations, or a related field
- Minimum 3 years of related experience, and an understanding of common communications best practices
- Experience planning, writing, editing, creating and formatting a wide variety of print and electronic communication materials
- Experience in customer service with excellent people skills and the ability to work as part of a team
- Excellent oral and written communication skills
- Experience interpreting complex policies, regulations, and/or legislation for a variety of audiences.
- Knowledge of video production and multimedia content development
- Experience managing company social media accounts
- Experience working with the media
- Knowledge of Adobe InDesign, Photoshop, Premier Pro, and Acrobat
- Knowledge of Canadian Press style, accessibility and readability/plain language principles
- Advanced proficiency in Microsoft Office 365, including a basic understanding of databases
- Must be legally entitled to work in Canada

This position requires excellent organizational skills, flexibility, 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 August 17, 2026 to:

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

**THIS POSITION IS A FULL-TIME, PERMANENT ROLE WITH A SALARY STARTING AT \$69,400.
WE ALSO OFFER A COMPETITIVE BENEFITS PACKAGE.**

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