

DIRECTOR, COMMUNICATIONS

Institute of Corporate Directors

Full- time

Toronto, ON

The Institute of Corporate Directors (“the ICD”) is seeking an experienced corporate communications leader to assume the role of Director, Communications.

The ICD

The Institute of Corporate Directors (ICD) is a not-for-profit, member-based organization representing Canadian directors and boards across Corporate, Crown and Not-for-profit sectors. The ICD is Canada’s largest director community, with 16,000 members and a network of 11 Chapters across the country.

Members of ICD gain insight and foresight on critical issues facing board directors and benefit from best-in-class governance education, including ICD’s partnership with the Rotman School of Management, in delivering the Director Education Program (DEP). The ICD grants the ICD.D designation to eligible directors, which represents a commitment to leadership excellence in the boardroom. Annually, the ICD awards the F.ICD designation to leaders for their exceptional contribution to Canadian Corporate governance.

The Role

This leadership role, which reports to the VP Sales, Marketing & Membership, is responsible for the development, implementation and execution of Corporate Communications for ICD, which proactively support the goals of the organization and amplifies the reputation of the ICD brand.

You are a dynamic, creative and team-oriented communications professional, with rounded experience in all facets of Corporate communications, both external and internal, ideally in a B2B context. In particular, you have considerable experience and success in digital/social and media relations and are bilingual.

Role Accountabilities

- Develop, implement, execute and evaluate ICD’s Corporate Communications Strategy, both external and internal
- Define, implement, execute and evaluate ICD’s Social Media strategy
- Leverage the ICD Brand and manage ICD’s reputation and visibility as a thought leader, through effective stakeholder engagement and media relations
- Develop an effective issues management approach
- Collaborate with ICD Policy, Education, Chapter Relations and Marketing teams to contribute to the quality delivery of annual Business goals and activities/programs
- Guide the organization through crisis situations, working closely with Senior Leadership

Qualifications

- The ideal candidate will have a University degree in Communications, English, Journalism or Public Relations
- An accomplished communications professional, with a minimum of 8-10 + years in corporate communications
- Preference for candidates who have deep experience in B2B and have a strong grasp of Corporate Governance and familiarity with Government Relations and Regulatory frameworks
- Significant experience in developing effective multi-channel communication strategies, with a strong track record in digital/social media.
- Experience effectively addressing issues and optimizing media relations
- Demonstrated ability to work collaboratively within a matrixed organization and with external partners
- The ideal candidate has a strong skill set in storytelling, digital communications, public relations and change management
- Excellent written and verbal communication and presentation skills
- A bilingual Candidate is preferred.
- Strong experience with Microsoft Office.

To apply, please send a resume and a cover letter outlining your relevant experiences to humanresources@icd.ca by May 15, 2022.

ICD is an equal opportunity employer. Thank you for your interest but only those selected for an interview will be contacted. Candidates will be asked to provide proof of vaccination.