



Livres Canada Books

Job Description

Communications Manager

Position Summary

Reporting to the Deputy Executive Director (DED), the Communications Manager (CM) is responsible for initiating, executing, and supporting Livres Canada Books' publishing and research activities, and coordinating market intelligence and professional development activities (through its publications and website). The Communications Manager oversees the quality control of all the organization's mass communications (e.g., directories, guidelines, registration invitations, website, etc.) and visual identity.

Direct Report

The Communications Manager directly supervises the Communications Assistant.

Areas of Responsibility

1. Research and Publications

- Closely follow the evolution and development of new technologies in publishing;
- Coordinate research reports on digital publishing;
- Coordinate the production of market guides;
- Write, edit, and publish social media posts, articles, reports, advertising, and blogs;
- Provide advice and feedback on digital publishing related projects to Executive Director (ED), DED, and staff members;
- Participate in conferences, as requested by the ED and the DED;
- Receive and respond to general inquiries from the industry and the general public.

2. Website

- Develop and execute an overall website strategy to effectively market the books published by Canadian publishers and the programs and activities of Livres Canada Books;
- Develop the implementation of technological improvements to the website;
- Optimize web content for search engines;
- Act as the primary contact for web-related external suppliers.

3. *Marketing and Production*

- Develop and implement marketing and production plans for the Livres Canada Books' website and publications;
- Coordinate, produce and distribute the Livres Canada Books' newsletter, including maintaining and updating contact lists in cooperation with the Administrative Assistant;
- Coordinate, produce, and distribute invitations and other marketing materials for international events and programs;
- Coordinate the production of all advertising and promotional materials for the organization's publications and presence at international book fairs and other industry events, including but not limited to invitations, social media posts, fair directories, and sell sheets;
- Supervise the production and the distribution of publications world-wide such as *Rights Canada*, *Canadian Studies Collection*, fair directories, and the development of contacts for support and distribution;
- Develop and supervise an annual report on Livres Canada Books' activities and programs.

4. *Reporting*

- Prepare preliminary budgets for digital publishing development, production and implementation;
- Prepare preliminary budgets for market guides;
- Prepare preliminary budgets for web development, production and distribution of catalogues, directories and other publications as required.

5. *Other Duties*

- Maintain Livres Canada Books' social media channels, keeping it current and up to date in cooperation with all staff members;
- Participate in the planning, review and development of Livres Canada Books' activities as well as supporting initiatives by the Board of Directors, related committees, and the Executive Director;
- Conduct ongoing planning and consultation with other staff members;
- Maintain close collaborative relations and liaison with Livres Canada Books' staff to share information on all aspects related to publishing trends, various publications and the website;
- Provides support to the auditor (annual audits);
- Undertake, from time to time, special assignments as required by the ED and DED.

6. *Staff Supervision*

- Supervise a part-time Communications Assistant (CA) by establishing clear processes for the distribution of tasks;
- Ensure on-going quality control and learning support to the CA;
- Evaluate the CA periodically through informal channels and more formally, in cooperation with the DED, on an annual basis;
- Share staff resources internally as required, from time to time.

Qualifications, Knowledge, and Competency Requirements:

- Post-secondary education (graduate level preferred).
- Three to five years of experience in communications and marketing, preferably in a publishing or publishing adjacent environment.
- Excellent writing and editing skills, as well as demonstrable knowledge of design, production, and project management in a publishing or publishing adjacent environment.
- Excellent project management, planning, and organizational skills, and the ability to manage multiple projects at once.
- Demonstrated leadership skills and proven ability to maneuver in a fast-changing environment.
- Proven abilities in change management with excellent problem-solving and prioritizing skills.
- Capable of working well independently towards shared goals.
- Values collaboration, teamwork, and shared problem-solving and successes.
- Ability to continuously monitor quality standards and to review and refine workflow processes.
- Ability to develop and maintain positive and effective internal and external working relationships.
- Strong interpersonal skills and ability to motivate staff and encourage collaboration.
- Proficiency in Microsoft Office, Adobe Acrobat Pro, social media and content management software, and social media and website analytics.
- Proficiency with budget planning and tracking project expenses.
- Proven Experience managing book publishing metadata.
- Fluently bilingual in French and English (oral and written).