



# COMMUNICATIONS DIRECTOR

*communications coordinator, communications manager, communications director*

Communications directors plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations. They are employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses.

## KEY RESPONSIBILITIES



Managers in this unit group perform some or all of the following duties:

- Advertising managers plan, direct and evaluate the activities of firms and departments that develop and implement advertising campaigns to promote the sales of products and services.
- Marketing managers establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development, and direct and evaluate the marketing strategies of establishments.
- Public relations managers direct and evaluate establishments and departments that develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations.
- E-business managers plan, organize, direct, control and evaluate the design, development and maintenance of Internet, Intranet and mobile applications to manage an organization's online presence including public relations, communications, commercial activities and social media management.

## EDUCATION AND TRAINING



A university degree or college diploma in communications, public relations, marketing, journalism or in a related field and Several years of experience in an advertising, public relations or communications officer position or in a related occupation are required.

Here is a complete list of Canadian Universities and Colleges:  
[thegreenestworkforce.ca/education](http://thegreenestworkforce.ca/education)

### Notice

The requirements listed are generally required qualifications for this Career Type. The qualifications may vary based on the employer and/or the geographic location of that job.

## THIS JOB IS RIGHT FOR YOU IF:



- You want to live an oversized life in one of Canada's beautiful forest communities
- A sense of community is important to you
- You like variety and learning new things
- You want to make a difference working in a green job
- You like working with computers
- You are methodical
- You have an eye for detail and process
- You like numbers

## DARE TO COMPARE

See how much time and money you would save by moving to a forest community.

[thegreenestworkforce.ca/compare](http://thegreenestworkforce.ca/compare)

**If you want good pay, opportunities to learn on the job, a great lifestyle and the chance to work in Canada's Greenest Workforce, then the forest products industry is right for you.**