**DRAFT**

**KM Communication Manager**

The KM Communication Manager is responsible for developing, managing, and communicating messages for the KM program to a variety of KM user communities and stakeholders throughout the organization.

The KM Communication Manager works closely with the CKO/KM Leader and the organization’s Communication department to properly create KM messages on topics of interest for all KM Workers, so they make become more informed about the value of KM in the organization and benefit from the awareness of knowledge sharing and available knowledge resources.

**Reporting Relationship:**

There seems to be several possible options for the location of the KM Communication Manager in an organization:

1. Chief Knowledge Officer/KM Leader
2. Communications Director

**KM Communication Manager Competencies:**

The competencies necessary for a KM Communication Manager will include the following knowledge, skills, abilities, and attributes.

**Knowledge:**

1. Knowledge of the KM strategy and how it interfaces with the organization’s overall business strategy
2. Knowledge of how to develop and implement a communication strategy
3. Knowledge of best practice communication programs for KM awareness
4. Knows how to support the communication needs of KM related leadership groups, business unit stakeholders, and Communities of Practice

**Skills:**

* Skilled at planning internal and external communication initiatives that strengthen knowledge sharing and benefits the organization
* Skilled at using KM/IT tools, processes, and procedures for disseminating information
* Skilled at knowledge sharing
* Skilled at developing KM success stories that can be used in different media, both internally and externally

**Abilities:**

* Ability to collaborate with KM teams on day-to-day communication activities
* Ability to support reward/recognition programs and KM events
* Ability to participate in KM training and awareness activities
* Ability to attend KM conferences and assist others in preparing presentations
* Ability to support KM priorities and expectations
* Ability to develop reports on the progress of KM communication initiatives against the KM communication strategy
* Ability to use and leverage social collaborative networking tools and applications to future KM awareness and knowledge transformation

**Attributes:**

* Creative
* Collaborator
* Networker
* Effective presenter and communicator
* Strong oral and written communications
* Strong people skills
* Problem solver
* Analytical
* Strategic

**Requirements:**

Bachelor’s Degree in Communication

Master’s degree preferred in Communication or other comparable graduate/professional degree with substantial concentration in communications, social networking, and online/web-based publishing

**Experience:**

5 - 8 years of responsibility managing communication and publishing programs that involve knowledge product development and online collaborative tools used for transferring messages