



Manager of Communications and Stakeholder Engagement

2.5 year contract, full time

Position Summary: Electricity Human Resources Canada (EHRC) is seeking an experienced Manager of Communications and Stakeholder Engagement to fill an exciting and challenging position. The selected candidate will be responsible for delivering an effective EHRC communications strategy, through both traditional and digital marketing and PR activities, to raise the profile of the organisation, maximize the potential of all EHRC activities and enhance the success of marketing initiatives. This individual will be responsible for the management and delivery of the EHRC's annual Awards of Excellence event.

In addition the candidate will be responsible for growing EHRC's membership while managing relationships with current EHRC members. You will actively seek opportunities to add value for EHRC members and enhance member benefits. In addition to growing and retaining the EHRC's membership base, you will manage other revenue-generating activities such as sponsorships, driving conference registrations, etc. Working with stakeholders you will be responsible for developing partnerships that will drive industry participation in industry research and programs such as EHRC's student work integrated learning programs and diversity initiatives such as the Connected Women mentorship program.

Key Responsibilities

Reporting to the CEO, the Manager of Communications and Stakeholder Engagement will be responsible for:

Communication:

- Support the development and execution of the internal and external communications strategy to ensure the communication of Employer programs, stakeholder engagement and industry engagement activities are consistently delivered, understood and embedded;
- Advise on EHRC's involvement in conferences, presentations, tradeshows, and career fairs and overseeing the organization's participation in these;
- Manage all aspects of media relations including developing relationships with media contacts, developing key messages, organizing press conferences and media interviews (including backup spokesperson role) and writing and editing of news releases, press advisories, backgrounders, speaking notes, articles and letters;
- Develop new ideas and creative approaches to communication messages, within a clear brand framework, in order to influence and secure the support of key EHRC stakeholders (e.g. employers, educators, Labour, media, suppliers, policy makers) as outlined by the organisational strategy and key objectives
- Support and contribute to development and continuous improvement of the organization's internal communications channels including intranet, digital boards, print and electronic communications;



- Regularly secure editorial space, digital and printed, promoting the variety of EHRC activities and skills in local, regional and national media, trade press and other relevant publications and channels;
- Manage the writing, editing, design and production of a broad variety of materials to include but not limited to: media releases, electronic newsletters & bulletins, brochures, backgrounders, presentations, major correspondence, position statements and newsletters;
- Act as an advisor and provide support to project managers in the development of project communication plans as well as other key documents like proposals, reports and final communication products ensuring outcomes are in line with project objectives and EHRC's mandate;
- Build and maintain positive working relationships with partner organizations, especially the Board of Directors, member organizations and the federal & provincial governments;
- Ability to conduct market research (product/market fit, pricing, identification of product benefits in relation to market/client needs);
- Public speaking at select industry events.

Membership and Business Development:

- Develop and implement membership plans for retention of current members and growth of new members, according to client workplan activities and Board goals;
- Coordinate, manage, track, and evaluate all membership and renewal activities, including new member, renewal, and potential member mailings;
- Work with CEO and business committee to develop programs and services for members;
- Work with CEO to ensure that partnerships and affiliations with external organizations are tracked and to ensure fulfillment of MOUs;
- Develop and maintain effective partnerships with key industry stakeholder groups to further the interests of the organisation;
- Contribute to business development activities of EHRC in collaboration with members of the senior management team and other EHRC staff; and
- Represent the organization with external stakeholders and governments including representation at industry events;
- Work with Finance department to ensure financial tracking of chapter membership

Education and Experience:

- University degree in communications, PR, business, human resources or related field;
- Proven experience in building partnerships and strategic relationships;
- An established track record in working with membership organizations;
- Direct experience in the preparation of press releases and in media relations work;
- Leadership skills, problem solving, trouble shooting, excellent written and oral communication skills (including an ability to speak publicly), (bilingualism an asset), research and planning, relationship management and interpersonal communication, exceptional project management skills and the ability to creatively address communication challenges.



Key Skills

- Ability to think strategically;
- Excellent communication skills with the ability to present in written, graphical and/or verbal format in order to convey complex information to all levels of stakeholders;
- Proven analytical skills with the ability to summarize information concisely;
- Ability to build partnerships, both inside and outside the team, and working collaboratively with others to meet shared objectives (as needed);
- Strong problem solving skills with the ability to define the problem and generate appropriate solutions in a timely manner;
- Ability to work independently taking full ownership of assigned projects and see those projects through to completion;
- Ability to organize, prioritize, meet deadlines and adapt to changing needs and expectations
- Interest in a smaller office environment – ample learning opportunities and broad responsibilities

Work Environment and Compensation

- Travel across Canada is required (approximately once a month)
- Small office environment – team of 5
- Health benefits
- Close to public transport
- Salary will be commensurate with experience and qualifications
- Opportunities for professional growth
- Three weeks of paid vacation,

Please submit your application cover letter and resume by February 16, 2018 at 4:30 p.m. to info@electricityhr.ca. No phone calls please. We thank all candidates for applying but only those candidates selected for an interview will be contacted.

EHRC is an equal opportunity employer. If you are selected for an interview and require special accommodations please let us know.

We look forward to receiving your application!

About Electricity Human Resources Canada

EHRC is a national, not-for-profit organization that conducts research focused on the human resource challenges impacting the electricity sector and develops evidence-based solutions and tools to support industry in addressing these.