



## LEAD CHANGE AND MAKE AN IMPACT IN CANADA'S BIGGEST CITY



The Toronto Port Authority, doing business as PortsToronto, operates the Billy Bishop Toronto City Airport, the Port of Toronto and the Outer Harbour Marina. We are proud to be partners in securing Toronto's economic prosperity and enhancing its beautiful waterfront for all to enjoy.

If you're looking for a great position and a chance to make an impact, PortsToronto has the following full-time, challenging opportunity awaiting you:

### SENIOR MANAGER, COMMUNICATIONS

**\*\*\*1-Year Contract\*\*\***

#### POSITION OVERVIEW

The Senior Manager of Communications is a key leader in shaping and executing PortsToronto's strategic communications initiatives. This role is responsible for contributing to the development and implementation of strategic communications plans, including events and public relations campaigns, and for cultivating and managing relations internally and externally with media and the community.

The Senior Manager, Communications is responsible for driving effective external communication strategies that align with corporate business objectives, enhancing PortsToronto's brand, and engaging key stakeholders. This role will work closely with senior leadership and cross-functional teams to create impactful messaging and content across various platforms, including media relations, corporate communications, digital platforms and engagement.

**General duties and responsibilities include, but are not limited to:**

- Working in collaboration with senior leadership and other key stakeholders in the organization, support PortsToronto's strategic and operational priorities through the development of comprehensive internal and external communications programs.
- Partner with leaders to understand business priorities and translate them into targeted communication plans.
- Provide counsel to senior executives on communication matters, ensuring consistency, tone, and alignment with PortsToronto vision.
- Manage executive communications, including speeches, presentations, and town halls.
- Effectively managing sensitive issues as they arise, leverage crisis communications skills to navigate complex situations.
- Managing large-scale high-impact public events, fostering community engagement and increasing awareness of PortsToronto's contributions to the community.
- Strengthen PortsToronto's brand presence through development and execution of comprehensive media and public relations strategies.
- Support on a company-wide branding initiative to update branding and visual identity components.
- Enhance community relations through proactive outreach initiatives, including sponsorships and partnerships with local organizations, strengthen relationships with residents, businesses, and stakeholders.
- Develop, direct and execute communications campaigns across all channels including print, web, social media, broadcast and events.
- Effectively manage issues and engage in crisis communications situations to ensure positive outcomes. Supporting the monitoring and development of social media campaigns, driving increased audience engagement and building a stronger digital presence.
- Supporting industry leadership through representing PortsToronto on key industry committees, contributing to the development of industry best practices.
- Cultivate and enhance collaborative working relationships within the media including national and regional press contacts, and bloggers/social media influencers.
- Act as a media spokesperson, as required, on behalf of the company and address questions and concerns.

**SKILLS AND QUALIFICATIONS:**

- Post-secondary education with a Degree in Business Communications, Public Relations/Public Affairs or equivalent.
- Exceptional writing and editing abilities
- Minimum 8 – 10 years' experience working in a communications and/or Public Relations role; brand management experience an asset
- Solid leadership ability managing, coaching, and developing direct reports
- Excellent media contacts in Toronto and the national level
- Experience assisting in the development of comprehensive communication plans and Public Relations campaigns
- Solid knowledge of print, web, social media and broadcast channels

- Experience developing media campaigns and in dealing with the media and public community including national and regional press
- Solid communication skills including exceptional writing skills, well-honed presentation skills, strong research ability, exceptional attention to detail and accuracy, exceptional command of the English language, professional demeanor
- Exceptional interpersonal skills to effectively source information, obtain approvals, build relationships and provide sufficient influence to achieve successful outcomes
- Creative problem solver and strategic thinker with a strong work ethic
- Highly organized, able to prioritize multiple projects effectively and work independently in a fast-paced environment; team player who works well in a multi-functional team
- Solid leadership ability managing, coaching and developing direct reports
- Strong event project and budget management skills
- Proficient computer skills with Microsoft suite (Word, Excel, Power Point)
- Bilingual in French is a great asset.

**Qualified candidates are invited to e-mail a resume along with a covering letter outlining how your experience supports our position requirements to: [careers@portstoronto.com](mailto:careers@portstoronto.com).**

In the Subject Line state: **SENIOR MANAGER, COMMUNICATIONS**

We thank all applicants for their interest. Only applicants selected for an interview will be contacted.

**PortsToronto is an equal opportunity employer.**