



## SENIOR COMMUNICATIONS SPECIALIST (FULL-TIME 12-MONTH MATERNITY LEAVE CONTRACT)

### WHO WE ARE

Toronto Global is a trusted partner for international companies exploring business expansion opportunities in the Toronto Region. Our dedicated team takes the time to understand the specific needs and interests of each company we work with and offers complimentary services that help to streamline access to the information and connections they need most to make a well-informed expansion decision.

### OUR PEOPLE AND CULTURE

We're an enthusiastic team of smart, passionate professionals. Our culture is built on making sure individual team members can contribute to something greater, whether that includes having a voice on one of our internal task forces or getting involved in team social or business events to fuel your professional development. Interested in health, self-care, and planning for the future? We've got you covered! In addition to a competitive salary, this opportunity includes health benefits, an enhanced employee assistance plan (EAP), and an opportunity to participate in our OMERS pension.

Our newly refreshed downtown office is by St. Andrew's subway station (a 5-minute walk to Union Station) and is located in the heart of local arts, culture, restaurants, sporting events, and urban park space. We love driving the growth of the Greater Toronto Region through our work and do it proudly. We are high achievers, but this doesn't interfere with our sense of humour, endless curiosity, and our desire to have fun!

### POSITION SUMMARY

Reporting to the Director, Marketing & Communications, the ideal candidate is a communications professional with expertise in media and public relations, as well as experience with stakeholder engagement and management. This position will play a key role in supporting the marketing initiatives of the Toronto Global Marketing & Communications team, with a specific focus on client servicing (e.g., PR/media relations, event support, social media strategy) and building Toronto Global's international brand awareness, while also preparing marketing materials and communications that will effectively build the business case for the Toronto Region as an ideal global business destination. The successful candidate will be a part of our hybrid work environment with time split between working in the office and from home, as permitted.

### KEY RESPONSIBILITIES

- + **Client Marketing Support Lead:** Working with Toronto Global's Investment Attraction team, act as lead on supporting marketing initiatives for clients, including managing client relationships, drafting media releases, PR/media relations, event coordination/support, content creation, stakeholder engagement, etc.;
- + **Media Relations:** Lead media relations for Toronto Global by developing relationships with relevant reporters and helping to generate earned media coverage for clients entering the Toronto ecosystem;
- + **Brand Consistency:** Ensure uniformity of brand messaging across all marketing and communications initiatives;
- + **Executive Communications:** Prepare materials for Toronto Global's executive team, dignitaries and key stakeholders, including speeches, presentations, quotes, memos, messaging, etc.;



- + **Content Development:** Assist with content creation for digital channels, copywriting, editing and proofreading all marketing/communications materials;
- + **Media Monitoring:** Monitor media and remain abreast of trends, new statistics, news articles and reports that articulate the business advantages of locating in the Toronto Region; and
- + **Knowledge Building:** Constantly expand own knowledge of the Toronto Region and of Toronto Global's value proposition to help identify and execute on opportunities to advance strategic communications objectives.

## REQUIRED SKILLS & EXPERIENCE

- + University/college degree in Journalism, Communications, Marketing or a related field, or commensurate combination of education and experience
- + 5 – 7 years of experience working in Communications and/or Marketing, specializing in media/public relations or client services, preferably working with international business or in international markets
- + Exceptional written and verbal communication skills, as well as the ability to manage relationships with high-level executives, business leaders, officials and dignitaries
- + Excellent time and project management and organizational skills and the ability to prioritize
- + Knowledge of LinkedIn, Twitter, Facebook, Instagram and digital/social media best practices
- + Full proficiency with Microsoft 365, including Word, PowerPoint, Excel, Outlook, and Teams
- + Experience with Adobe Creative Cloud, Muck Rack, Sprout Social, WordPress and Salesforce/CRMA is a strong asset
- + Attention to detail and the ability to identify opportunities and leverage creative problem-solving skills
- + Value a culture of teamwork, inclusivity, collaboration, and client-centricity
- + Previous experience in a public relations firm or agency, considered an asset.
- + Experience coordinating, planning and managing events is strongly preferred
- + Existing relationships with media, magazines, and trade publications throughout the Toronto Region, in a range of sectors, is a strong asset
- + Knowledge of or keen interest in economic development, Foreign Direct Investment (FDI), or international business and trade is a strong asset

## HOW TO APPLY

Interested candidates are encouraged to submit their resume and cover letter to [careers@torontoglobal.ca](mailto:careers@torontoglobal.ca) by or on **September 21, 2023**. **In the subject line of your email, please include the job title of this role and your full name.**

We sincerely thank all candidates for their interest and time throughout the application process however only those selected for an interview will be contacted. Toronto Global is committed to [diversity, equity, and inclusion](#) in the workplace, because we believe it contributes to innovation, better decision-making, and a deeper understanding of the community we serve. We encourage women, racialized people, Indigenous peoples, persons with disabilities, members of the LGBTQ2S+ community, and other equity-seeking groups to apply. To ensure our recruitment practices are equitable and our work environment is barrier-free, accommodations are available at all stages of the talent acquisition process upon request.

At Toronto Global, we strive to provide everyone with the assurance that they can show up as their true selves at work and achieve their full potential. The team is looking forward to hearing from you!