



**JOB POSTING**  
**POSTED: July 6, 2018**  
**DEADLINE: 12:00 Noon, July 30, 2018**

## **Communications Officer, Government, Public and Community Relations**

**1 – Permanent Position**  
**Schedule II, Level 8**  
**(Non-Union)**  
**\$88,822 - \$106,588**

**The Toronto Lands Corporation adheres to equitable hiring, employment and promotion practices.**

*In 2008, the Toronto District School Board (TDSB) established the Toronto Lands Corporation (TLC) to be its real estate agency reporting back to TDSB through its own Board of Directors. Recently, TDSB expanded TLC's mandate to include all Board-wide real-estate, land use planning, asset management and leasing, fostering partnerships, integrating community hubs/services through the redevelopment of school sites or the modernization of schools. TLC now manages one of the largest public asset portfolios located in Canada's most dynamic and development impacted cities. Through the initialization and alignment of its cross functional senior management team, TLC will effectively respond to its expanded mandate by creating opportunities that maximize benefits to the TDSB, its students and the communities served.*

*Reporting to the CEO, the Communications Officer will provide leadership and have responsibility and accountability for the strategic and operational delivery of effective TLC communications. The Communications Officer will contribute overall to TLC's success by developing and implementing new and innovative strategies to increase public understanding of the work of TLC and its agent relationship with TDSB. The Communications Officer will be a key contributor, in the development of TLC's annual plan, develop of clear and concise internal and external reporting and provide expert advice in positioning/promoting the brand and imagining of TLC and its vision of success.*

### **Summary of Duties:**

- Responsible for the, coordination, preparation or review of all internal and external communications requests in order to provide timely and informative responses and messaging;
- Develop new and innovative strategies to increase public understanding of the work of TLC in each of its portfolios including being responsible for leading public awareness campaigns and implementing communications and issues management strategies to promote the TLC's objectives;
- Develop and implement communication plans, lead and support special events, marketing proposals, government relations, and media relations, draft publications, issues notes, news and information releases;
- Develop and issue briefing notes, backgrounders, media lines, questions and answers, speeches, speaking points, internal and external publications, presentations, e-mails, correspondence and Web site documents to support TLC's objectives;
- Write and edit communications vehicles to ensure a superior standard of writing and verbal communications;
- Establish and maintain service standards that provide for effective communications to both internal and external TLC clients;

- Liaison with TDSB;
- Lead the review of rebranding TLC and implementation;
- Develop and implement key performance indicators and client satisfaction surveys to measure the effectiveness of communications services and TLC as a whole;
- Provide strategic communications advice and support to TLC's Senior Team
- Develop a network of communications contacts in the Province, City, TDSB and related private sector;
- Represent TLC a public meetings, forums and assemblies to gather insight and or provide corporate responses;
- Other related duties as assigned to strengthen and advance the work of TLC.

## Qualifications:

- University degree in Communications, Public Relations or Marketing with a minimum of 5 years communication, Public Relations or marketing experience
- Excellent writing, editing, and proofreading skills, with the ability to draft clear and compelling internal and external communications;
- Proactive, motivated and a resourceful team player
- Experience for writing for both Web, electronic and print media;
- Strong strategic thinking and planning skills with a demonstrated track record;
- Demonstrated experience in developing and successfully implementing communications strategies, including marketing and information/promotional campaigns;
- Strong client service orientation and commitment to excellence, with a proven track record for successfully delivering measurable communications results;
- Strong project management and organizational skills, and the ability to work under pressure, juggling multiple priorities and tight deadlines;
- Proven skills in problem solving, consultation, and team building;
- Ability to approach communications strategies with innovation, contributing new ideas and concepts to realize objectives in a cost-efficient and effective manner;
- Demonstrated initiative and ability to work both independently and collaboratively in a creative team environment;
- Proficient keyboarding skill and expertise in computer technology (e.g. word processing, e-mail, presentation packages, Internet, project management software);
- Proven ability in promoting equitable practices which value inclusiveness and diversity.
- Familiarity with multimedia authoring tools, desktop publishing, layout and design, photography, print productions and web applications; and
- Member in good standing with the Canadian Public Relations Society (CPRS) and/or affiliate organizations would be considered an asset.

## Special Requirements:

1. TDSB security clearance required.
2. Willingness and availability to work overtime.
3. Travel across the TDSB will be required.

Please submit your resume and covering letter in confidence to the attention of *Daryl Sage*, CEO, *Toronto Lands Corporation*, using ONE of the following methods:

- Email to: [torontolandscorp@gmail.com](mailto:torontolandscorp@gmail.com) OR
- Fax to: **416-393-9928**

**Location:** This position will be located at 60 St. Clair Ave. East, Suite 201, Toronto (wheelchair accessible).

**Work Year:** 12 Months

*Only applicants selected for an interview will be contacted.  
Applications will not be acknowledged in writing.*

*We strive to meet the accommodation needs of persons with disabilities.  
Applicants are encouraged to make their needs for accommodation known in advance  
during the application process.*

*Thank you for your interest.*