

**Communications Advisor**  
1 – Permanent Position  
**Communications and Public Affairs**  
Schedule II, Level 7  
(Non-Union – 12 Months)  
\$95,945 - \$115,121

**The Toronto District School Board adheres to equitable hiring, employment, and promotion practices.**

*Reporting to the Executive Officer within Communications and Public Affairs or a designated manager, the Communications Advisor will take leadership and responsibility for developing proactive communications and government relations strategies to reach TDSB parents/guardians/caregivers, public school electors and key community and government stakeholders. The Communications Advisor will work with the Communications and Public Affairs team, the Chair and Board of Trustees, Board departments and senior management to advise on and solve communications challenges, research and draft compelling materials to promote the Board's objectives, policies, and decisions and support open communication between other levels of government.*

**Summary of Duties:**

- Develop and implement strategic communications, government relations, marketing, issues management, and media relations plans to support communications of the Board of Trustees.
- Provide strategic communications and government relations advice to senior elected officials and senior staff in resolving communications challenges, managing sensitive issues and promoting public education.
- Support the Office of the Chair and Board of Trustees in effectively and strategically communicating with other levels of government.
- Research and write speeches, correspondence, news releases, key messages, media statements, and newsletter content to assist elected officials and board departments to communicate with the TDSB's many internal and external audiences.
- Work collaboratively with the Director's Office and Communications staff to ensure alignment of communications from the Offices of the Chair and Director of Education.
- Collaborate with marketing and design, issues management, media relations and social media staff to ensure that decisions and policies of the Board and corporate news reach the TDSB's broad audience base.
- Provide leadership in fostering equity and inclusiveness in the development and implementation of programs and services.
- Other duties as assigned.

**Qualifications:**

- Three-year College Diploma in a related field (e.g. Public Relations, Journalism) with a minimum three years related experience or an equivalent combination of education and experience.
- Excellent writing, editing, and proofreading skills, with the ability to draft clear and compelling

internal and external communications using a number of different channels including, but not limited to web and social media.

- Demonstrated understanding of municipal/provincial politics and the role of elected officials and/or experience in a political environment.
- Strong strategic thinking and planning skills with a demonstrated track record.
- Demonstrated experience in developing and successfully implementing communications strategies.
- 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, managing multiple priorities and tight deadlines.
- Proven skills in problem solving, consultation, and negotiating with staff at all levels.
- Ability to approach communications tactics 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 computer skills and expertise in computer technology (e.g. presentation packages, social media, project management applications).
- Proven ability in promoting equitable practices which value inclusiveness and diversity.

### **Special Requirements:**

- Will be required to attend Board and committee meetings as needed.
- Requires some travel across the TDSB.

**Work Year:** 12 Months

**Location:** 5050 Yonge Street (Wheelchair Accessible) (Hybrid Work Eligible)

### **Please note:**

Applications **must** be submitted using the link below by **October 2, 2024**:

[https://tdsb-jobs.sabacloud.com/Saba/Web\\_spf/CA1PRD0033/jobs-jobs/career/jobdetail/jobrq00000000004424](https://tdsb-jobs.sabacloud.com/Saba/Web_spf/CA1PRD0033/jobs-jobs/career/jobdetail/jobrq00000000004424)

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

***The Toronto District School Board is deeply committed to promoting Truth, Reconciliation and the rights of Indigenous peoples, Human Rights, Equity and Anti-Racism, and the elimination of Oppressive Practices, in our schools, our workplace and in the communities we serve. We strongly encourage applications from all individuals including those with varied lived experiences that can contribute to the diversification of the workforce at TDSB.***

***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.***

***The TDSB follows a hybrid work structure where some employees may be able to work remotely at times, based on operational requirements. Please refer to [Policy P103, Flexible Working Arrangements](#) for more information.***