

Recruitment for Waste Diversion Ontario:

Title: Director of Communications

Location: Toronto

Reports to: CEO

Outline of the Position:

The Director of Communications supports the achievement of Waste Diversion Ontario's (WDO) strategic objectives by providing internal and external communications advice and counsel to the board and executive team; developing and implementing communications and/or marketing strategies to enhance the organization's image and presence amongst its stakeholders; developing and maintaining effective public education and awareness strategies, media relations, issues management, and managing the communications function and resources.

Responsibilities:

- Develop, recommend, and implement strategic external communications and marketing programs to enhance WDO's reputation and brand amongst its stakeholders including government and Industry Funding Organizations (IFO's).
 - Develop and recommend clear corporate key messages.
 - Oversee development and publication of WDO marketing and reporting materials, including annual report, public education and awareness brochures and other publications as required.
 - Develop and maintain WDO website, as well as other web spaces such as micro sites, blogs, and social media presence, to ensure effective and efficient communication of key messages, documents, and results to stakeholders and media.
 - Develop and maintain positive relationships with media in order to generate media coverage, respond to media inquiries, and act as spokesperson.
 - Undertake ad hoc projects, organize special events, and manage issues and crisis communications as required.
- Support executive team activities through recommendation of communication tactics and development of communication materials.
 - Determine possible stakeholder impact and reaction to corporate actions and recommend communication tactics.
 - Keep senior management team and staff informed about political and industry events of particular interest to WDO.
 - Develop effective speeches and presentations to be delivered by President and Chief Executive Officer (CEO).
 - Provide media coaching to senior management.
- Oversee development and management of internal communication tools and materials to support an effective and efficient workflow.

- Develop, recommend, and implement communications strategies to create and maintain a vibrant organizational culture based on WDO's values.
- Oversee maintenance of intranet as a tool to enhance Public Education and awareness.
- Provide *ad hoc* support to executive team with development of internal key messages.

Supervision and Decision Making:

- Lead and support communications team employee: Communications Coordinator.
- Administer the department's annual budget, including human resources if required, professional consulting services, professional development, and travel.
- Responsible for the WDO website, intranet, as well as all communication vehicles.
- Accountable for all communications-related decisions and quality of all WDO Public Education and Awareness and communications materials and information.
- Participates in decision-making committees and meetings, including senior management and board.

Interpersonal Communications:

Internal Relationships

- Consult and collaborate with other internal departments to effectively and efficiently achieve strategic objectives.
- Advise executive management and Board of Directors on communication strategies and tactics.
- Inspire and motivate team to deliver quality work within established timelines.

External Relationships

- Manage relationships with WDO stakeholder organizations, including but not limited to IFO's, government and industry associations.
- Represent WDO at public events.
- Manage relationships and negotiate with external service providers.

Background:

- Degree or diploma in communications or a relevant field, or equivalent experience.
- 8-10 years of progressive senior experience in communications, including but not limited to strategic communications planning, media relations, marketing communications, and internal communications.
- Solid program, budget, and employee management and employee experience.
- Proven experience in communications and marketing strategy development.
- Superior writing, editing, proof-reading, and verbal communications skills.
- Advanced strategic thinking, planning, project management, and problem solving skills.

- Extensive knowledge of and experience in Waste Diversion or Waste Management industries.
- Ability to manage and prioritize multiple projects with tight deadlines in a fast-paced environment.
- Excellent interpersonal, relationship management and diplomacy skills.
- Ability to work both independently and collaboratively.
- Ability to lead, engage and empower staff to work effectively and efficiently.
- Excellent communication skills, both oral and written.
- Strong knowledge of Microsoft Office Suite (Word, Excel, PowerPoint).

Candidate's Characteristics:

- Accountable with a strong sense of professionalism and integrity.
- Committed and enthusiastic, confident and outgoing and not afraid of challenges.
- Highly organized and goal orientated with flexibility needed to shift gears quickly.
- Ability to build trust and engender confidence internally and externally.
- A “strategic thinker” able to connect communications programs with marketing and company objectives.
- Self-motivated with a professional and trusted public demeanor who is able to generate and clearly present communiqués.
- Diplomatic, team-player with the ability to function effectively.

Working Conditions:

- Work is required to be carried out frequently with time pressures.
- May require travel outside the usual workplace.

Remuneration:

A competitive compensation package, including salary and benefits will be provided.

Please forward your resume by 4 p.m. on Thursday, February 14, 2012.

HRLogic is supporting WDO in recruiting for this position. For more information, please contact Geoff Love at 519-305-0984; email loveenvironment@routcom.com or Ann Tavares at 416-837-0770; email Tavares@rogers.com.