



Toronto's visitor economy is a vital and important sector of Toronto's overall economic engine, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Working closely with the private sector and various governments, Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. In support of our mandate, the Global Marketing Department is a dynamic marketing and communications team that is composed of content strategists, digital & social specialists, creative experts, and marketing & PR thought leaders who collectively thrive in a fast-paced environment.

JOB DESCRIPTION

POSITION TITLE: Senior Manager, Corporate & Internal Communications
DEPARTMENT: Global Marketing
REPORTS TO: Chief Marketing Officer
UPDATED: January, 2022

ROLE SUMMARY

Reporting to the Chief Marketing Officer (CMO), the Senior Manager Corporate & Internal Communications is responsible for inspiring, shaping and communicating the corporate voice and stories of Destination Toronto (DT) across a variety of platforms, including our content hub (DestinationToronto.com), DT newsletters, corporate social media, intranet and press releases.

The Senior Manager will also work very closely with multiple business lines to craft media messaging and proactive PR opportunities, oversee crisis communications, and actively participates in the design and delivery of both internal and external facing industry events.

The role also develops and oversees a constant systematic and strategic listening capacity to acquire ideas, approaches, information, concerns, and future directions and needs of Toronto's visitor economy.

CORE RESPONSIBILITIES

Strategic Planning and Implementation

- Assist Destination Toronto Executives in refining the strategic, annual corporate communications plan and provide leadership for its implementation across the organization
- Oversee the corporate communications function to deliver internal and external communications strategies and approaches supporting our strategic objectives and Corporate Plan
- Develop annual work and operational plans and budget, long and short-term project plans and determine the outcomes for projects/programs, develop and monitor metrics on communications initiatives' effectiveness and manage expenses

- Manage and streamline all corporate and stakeholder communications to ensure clear, congruent, effective and timely messaging to key audiences, and oversee the dissemination of communications materials and relevant our information to stakeholders
- Develop corporate & internal communications policies, procedures and standards and ensure that these standards are adhered to in all communications products and initiatives, including corporate style guide and lead on key tactics such as news releases, web articles and corporate social media posts
- Build and maintain communications networks (for best practices and info-sharing) locally and provincially

External & Internal Communications

- Lead the development and execution of corporate communications editorial plan for all corporate channels. Content can be informed/inspired through information from social media and interactions with internal colleagues and external stakeholders
- Work with Leadership and staff in all departments to ensure the corporate is told consistently and in a timely manner to all relevant stakeholders
- Support the ongoing management of the corporate section of the website including the creation and posting of content
- Collaborate and lead the biweekly development and distribution of newsletter to stakeholders
- Plan and manage corporate announcements, including external media outreach to be informed of newly secured business events, conventions, marketing strategies, tourism research results, corporate developments and other positive stories on corporate activities
- Collaborate in the development and maintenance of a comprehensive database of key tourism sector stakeholders.
- Establish a strong working network of key industry communications peers to facilitate ongoing collaboration and sharing of messaging and supportive data, including key communications staff at each level of government
- Provide leadership and frameworks for alternative forms of communicating corporate messages to the community in a cost-effective manner, including options such as webinars, social media chats, town halls and other outreach mechanisms
- Work with Executives to develop, formalize and implement issue management plans and media relations protocols to ensure that issues and media requests from mainstream media are handled properly and in a timely manner. This includes preparing memo, communication and outreach strategies and plans, as well as monitoring execution, all while maintaining a no-surprise environment for the shareholder
- Collaborate with Executives and business lines to lead the development of the annual employee communications plan that informs staff of key announcements, initiatives and other business operations
- Lead and work with internal colleagues to ensure Intranet is optimized and content is regularly created/updated.
- Support communications on organizational policies/guides including media requests, core values, corporate planning cycle and associated documents, and internal stories, etc.

ABILITIES, SKILLS AND COMPETENCIES

- Excellent ability to communicate and exceptional writing, editing and presentation skills
- Excellent interpersonal skills
- Ability to develop and document editorial plans
- Excellent problem solving abilities
- Ability to communicate across multiple platforms with understanding of Social media trends
Ability to build and maintain strong partnerships within the industry
- Ability to evaluate and adjust strategies and programs to effectively drive results
- A proactive listener and communicates very effectively (orally and in writing), negotiation, diplomacy and the ability to remain calm under pressure
- Initiative and judgment required to manage and coordinate corporate media relations activities and to provide strategic counsel to internal colleagues
- Project management skills and ability to juggle many projects simultaneously
- Demonstrated ability to work under pressure and meet tight deadlines
- Presentation skills, tools and techniques (e.g. slide presentations, multimedia tools etc.)

EDUCATION

- Bachelor's Degree or Diploma in either Communications, Public Relations, English, Media Relations or an equivalent combination of education and experience

EXPERIENCE

- At least five (5) years of related experience in corporate communications, public relations, communications, writing and editorial, or media relations
- Experience working with media, and corporate positioning and reputation management
- Experience in the development of materials including multimedia presentations, corporate videos and marketing materials
- Demonstrated success researching, planning and delivering projects within tight timelines
- Experience with Toronto, provincial and national media is an asset
- Experience working with various levels of government in a media relations capacity is an asset

LANGUAGE

- English essential

How to Apply

Please send resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Senior Manager, Corporate & Internal Communications" in the subject line.

If you require a disability related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.