



JOB DESCRIPTION

Job title: Director, Communications & Stakeholder Relations	
Department: Culture & Communications	
Reports to: Chief Executive Officer	
<input checked="checked" type="checkbox"/> Full-time	
<input type="checkbox"/> Part-time	

PURPOSE: Give a brief description of why the job exists and how it adds value to ATRF.

Reporting to the Chief Executive Officer, the Director, Communications & Stakeholder Relations works closely with, and is a critical business partner to, the senior management team and ATRF staff to ensure communications strategies and programs support and advance ATRF's operational and strategic goals. The Director, Communications & Stakeholder Relations is also responsible for the development, implementation, and evaluation of communications strategies and plans designed to enhance levels of awareness, and continually build the ATRF brand with plan members, employers, sponsors, stakeholders, and ATRF staff.

The Director is responsible for maintaining an effective stakeholder relations strategy for ATRF to support the strategic imperative of building trust and credibility with stakeholders and earning the position of trusted partner.

The Director, Communications & Stakeholder Relations is responsible for overseeing, coordinating, and managing the planning, development, and production of communications materials for ATRF initiatives. The Director works closely with senior management and subject matter experts in developing communication materials, proposals and presentations, and supervises and coordinates the work of the Communications team.

ESSENTIAL DUTIES AND RESPONSIBILITIES: Give a brief description to state overall purpose, expectations and/or objectives of the position. Then add bullet points, listing the specific tasks and job duties of the position that are required on a daily basis. Items should begin with action words such as perform, responsible for, deliver, develop, etc.

Communications & Stakeholder Relations Delivery

- In close collaboration and partnership with subject matter experts, develops plans and coordinates a wide range of communication strategies and vehicles designed to meet the information needs of internal and external audiences, sponsors, and stakeholders, including communication plans, corporate website, other digital media, publications such as the Annual Report, Member Report, etc.
- Maintains an effective stakeholder relations program that drives productive, value-adding relationships with key stakeholders. This includes taking a leadership role in supporting senior management and the Board as ATRF pursues its vision of being a trusted advisor and partner with key stakeholders.
- Oversees production, including writing and/or editing, from draft creation through distribution of final communication products.
- Manages, in close collaboration and partnership with subject matter experts, the successful execution of communication tactics including article/topic selection, research, writing/editing as applicable, design, and vendor deliverables – from page proofs/blue lines to electronic or hard copy printing and mail distribution.

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- Develops and maintains ATRF brand standards for use in all communications across the organization, including on the corporate website and *MyPension*, and ensuring compliance with regulatory and accessibility standards.

Corporate Website and Social Media

- Responsible for oversight and management of corporate website, social media, and collaborates with Information & Technology Services department on technology platforms.
- Works closely with subject matter experts to ensure appropriate input is collected and content is continuously reviewed for accuracy and ease of access for site users.
- Liaises with Information & Technology Services and external vendors providing technical and programming support for the website.
- Monitors social media and corporate website metrics for internal reporting on performance and user behaviour, and to inform continuous improvement activities.

Internal Communication

- In conjunction with internal stakeholders, effectively plans for and delivers internal communication services to ATRF staff, including support for key communication events.
- Develops, amends, implements, and oversees all internal communication vehicles, including staff intranet.

Strategic Communications and Stakeholder Relations Advice

- Provides communications and stakeholder relations advice and support to the ATRF Board and senior management, including media relations and crisis communications.
- Directs and organizes ATRF media relations activity.
- Keeps current on issues, challenges and new directions on matters that could affect ATRF and the pension sector in Alberta and Canada, and develops related internal and external communications as needed in a proactive and timely manner.
- Takes the lead in development, implementation, and evaluation of ATRF's strategic communications plan.
- Develops, implements and measures communications and consultation strategies in support of the pension plan, including communications with ATRF sponsors, stakeholders, and strategic partners (e.g. ARTA), including coordination with the ATRF Board on certain corporate presentations.

Management of Communications

- In consultation with the Chief Executive Officer, recruits and manages the Communications staff and functions.
- Sets goals, completes performance reviews and determines performance ratings for the Communications staff.
- Provides training and guidance to team members in order to further the development of staff and enhance the long-term performance and sustainability of Communications programs.
- As co-leader of the Culture & Communications team, develops and manages department budget, contributes to department business plans, and contributes to ATRF-wide strategic and operational planning activities.

EDUCATION AND WORK EXPERIENCE QUALIFICATIONS: This section is used to describe what knowledge, skills and abilities are required to perform the daily tasks and job duties bulleted above. For education requirements indicate type of degree or diploma required, certifications and/or designations.

- Completion of a 4-year university degree in a related field i.e. Communications, Public Relations, Journalism
- Minimum of ten years of applicable experience

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- Knowledge of the Alberta public sector and particularly the Alberta pension sector an asset
- Demonstrated experience leading strategic communications planning processes
- Extensive knowledge of communication tools and tactics, and of communications best practices
- Advanced stakeholder consultation skills, and particularly the ability to work extensively with internal stakeholders
- Strong digital communications skills and a focus on maintaining awareness of emerging tools and technology
- Strong social media skills and awareness
- Demonstrated ability to establish metrics for performance reporting and continuous improvement
- Demonstrated leadership skills along with the ability to successfully partner and work with employees across all departments and build positive working relationships
- Experience in media relations
- Critical thinking and problem-solving skills
- Results-oriented and able to effectively manage time and resources
- Experience in leading projects, and coordinating publications and events
- Demonstrated ability to analyse complex information and data, and develop solutions and recommendations
- Ability to design and lead consultation and issues management initiatives

INDEPENDENCE OF ACTION/AUTHORITIES: Describe the extent to which decisions and recommendations are made independently. (e.g., complexity of problem solving).

Responsibilities are supervised from time to time; the Director, Communications & Stakeholder Relations has the freedom of action to define priorities for the job and/or for the work unit. Judgement is required as to the method of procedures to be used. Innovation/creativity or the development of improvement processes is an ongoing requirement of the job, as is gaining consensus for communications across the organization. Only unusual problems are referred to the Chief Executive Officer.

LEADERSHIP, MANAGEMENT, SUPERVISORY & TEAM RESPONSIBILITY: Describe the extent of responsibilities.

Direct supervision with time spent in employee selection, skills training, planning and coordinating work, and evaluating performance. Responsible for the coaching, direction or guidance of a unit or team and may provide career and skill development opportunities for employees in the group. In addition, the Director supervises a skilled group of professional staff whose work impacts the entire organization, and is consulted as a senior-level resource in communications.

Signature

The electronic signature below indicates that the supervisor and Human Resources have read, discussed and agreed that the information accurately reflects the work assigned.

Name

Signature

Date