



**Title:** Communications Advisor

**ID:** 4102

**Department:** Communications & Community Investments

**Reporting To:** Manager, Communications & Community Investment

**Pay Grade:** 8

**Created Date:** September 1, 2015

**Range Min:** \$ 62,462

**Range Max:** \$ 87,228

### Position Summary

Reporting to the Manager, Communications & Community Investment, this individual will be skilled in internal communications consulting with a demonstrated ability to solve problems and capitalize on business opportunities. The successful candidate will have working knowledge of community investment.

### Responsibilities

Supports the department with strategic communication planning and task completion related to stakeholder communications, marketing communications, community investment, media relations, issues management and other areas as assigned; and

Works directly with assigned internal departments to provide recommended communications responses, strategies and plans, execute those plans while continuing to consult with them and evaluate the results of those plans.

Supports operational execution of the annual community investment plan.

Identify and share with manager possible risks/impacts to the team when considering new work, practices or policies.

Contribute to assessment of risks/impacts and assist in mitigation implementation.

Other duties as assigned by manager.

### Education Requirements

Degree / Diploma	Program of Study	Designation Required	And / Or
College Diploma	Communication		And / Or
	Public Relations		And / Or
	Journalism		

### Experience Requirements

Years of Experience	Type of Experience	
5-7	Communication	And

### Other Certification &/or Licensures

### Additional Qualifications

## Core Competencies

### Our Core Value Competencies

0%

#### We Value Integrity

By acting with honour, honesty, care and compassion - we strive to always "do the right thing". We show respect for: members, the organization, our team and colleagues.

#### We Value Transparency

We recognize that everyone brings value and expertise - by sharing our time and knowledge, we all contribute to CREB®'s success. We enjoy working together and supporting each other.

#### We Value Commitment

We strive to give our best effort to deliver results for members and the CREB® team. As CREB® employees, we "have each others back".

#### We Value Collaboration

Information sharing happens across the organization - the rationale behind decisions is shared and feedback is encouraged. Direction and expectations are made clear - we know where CREB® is going and what part we play.

#### We Value Our Members

As CREB® employees we personally demonstrate that members are a high priority. We identify members needs and expectations and respond to them in a timely and effective manner.

## Skills and Abilities

### Serving as Advisor

Work with peers as a coach to improve their practice, enhance their skills or advance their knowledge. When needed, serves as an advisor regarding technical or knowledge aspects of the role. Makes recommendations related to procedures and resources that may be needed. Has gained the respect and confidence of the people he/she advises.

34 %

### Managing Multiple Priorities

Handles multiple assignments and priorities yet still fulfills all commitments. Readily accepts new responsibilities and adapts well to changes in procedures. Gives appropriate priorities to various work demands. This is quite different from those who struggle to stay focused when faced with multiple priorities; focus only on one or two job priorities while neglecting others; and/or hesitate, complain or refuse to accept new procedures or assignments.

25 %

### Quality of Work

Has established a track record of producing work that is highly accurate, demonstrates attention to detail and reflects well on the organization. Is personally committed to high quality work and encourages others to have similar standards. This differs from those who cannot be relied upon to produce high quality work, pay little attention to detail, show little pride in a job well done and/or set a poor example for co-workers or direct reports.

25 %

### Status Reports

Keeps manager informed of progress and obstacles related to ongoing tasks or projects. Uses written or verbal status reports to ensure that manager is up-to-date and will not be surprised by the status of key activities, actual expenses or end results. This is quite different from those who delay status reports to the extent that it creates surprises for higher level managers or reduces the probability that issues can be resolved without missing predicted schedules or creating cost overruns.

16 %

## Skills and Abilities - Additional Information

Strong editing and interviewing skills.

Web and intranet savvy, familiarity with HTML and content management systems is considered an asset.

Knowledge of brand management and its relationship to organizational reputation and credibility.

Practical (hands-on) experience in one of community relations, fund development, and/or community investment.

Creative and disciplined communications problem solving.

Ability to work effectively and with humour in a deadline-driven environment.

Membership in a communications professional association (International Association of Business Communicators or Canadian Public Relations Society) is considered an asset.

### **Employee Statement of Understanding**

I have read and understand the job description for my position. I am able to perform all of the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards of conduct to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.