

TOURISM TORONTO

Corporate Communications Manager

Position Summary:

The Corporate Communications Manager is responsible for the development and implementation of a strategic communications plan and the management of internal and external communication activities that align with Tourism Toronto's growth strategy and business and marketing plans. This position will support the corporate reputation by ensuring relevant, accurate, and consistent storytelling that ensures the stewardship of the organization's 1,000 member businesses and partners.

Working with key internal and external stakeholders, private and government partners, members, and other key voices the manager will communicate Tourism Toronto's mission, strategies and results to the media to ensure the community has an appreciation and understanding of the role Tourism Toronto plays in contributing to the economy of the city. Supported by industry-leading research and business analytics the plan will provide vital consumer insights and measurements.

Roles and Responsibilities:

Corporate Profile and Media Relations

- Build an understanding and appreciation of tourism, the visitor economy and of Tourism Toronto through proactive media relations and other means of raising organizational profile
- Steward of the Tourism Toronto corporate brand. Responsible for upholding the credibility and accountability of the organization and ensuring Tourism Toronto is positioned as experts in the industry
- Monitor industry trends and the local media and businesses environment for communications opportunities and maintain accurate and effective responsiveness to emerging issues
- Build and maintain productive relationships with key industry stakeholders and partners including government officials and community organizations
- Communicate organizational wins and key industry information to the local market, delivering positive stories on Tourism Toronto activities, including newly secured business events, conventions, marketing strategies, tourism research results, and corporate developments

Partner Stewardship and Internal Communications

- Management of the partner stewardship strategy, including vehicles for communicating with members (monthly newsletter), ensuring the value of partnership with Tourism Toronto is understood
- Lead the development of corporate reports, fact sheets, briefing materials, presentations, and videos that tell the tourism and organizational story, and key events such as the Annual General Meeting.
- Execute a variety of internal communications to ensure staff understand messaging, support strategic goals, important developments, and partnership initiatives
- Support the leadership team in speech writing, the development of content for online blogs, social media presence, and with overall corporate positioning
- Update and maintain comprehensive crisis plan

Candidate attributes:

- Bachelor's Degree in either Communications, Public Relations, English, Media Relations or an equivalent combination of education and experience
- At least five (5) years of related experience in corporate communications, public relations, communications, writing and editorial, or media relations
- Exceptional writing, editing and presentation skills
- Experience working with media, and corporate positioning and reputation management
- Government relations experience
- Experience in the development of materials including multi-media presentations, corporate videos and marketing materials
- Demonstrated success researching, planning and delivering projects within tight timelines
- Strong interpersonal and community relations skills, with a collaborative style able to work with different teams throughout an organization
- Knowledge of the tourism industry considered an asset
- A passion for Toronto and sharing it with the world

Please send resumes to hr@torcvb.com and clearly indicate the application is for the position of "Corporate Communications Manager".

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 Tourism Toronto and will directly contact those candidates selected for an interview.