



## JOB DESCRIPTION

### JOB DETAILS

**Job Title:** Assistant Director, Corporate Communications and Engagement

**Job ID:** Band442

**Classification:** Group D

**Classification Date:**  
(MM/DD/YYYY)

**Branch:** Culture and Employee Experience

**Unit:** PAC-Employee Comm & Engagement

**Reports to:** Director, Culture and Employee Experience

**Security Screening:** Yes

**Union/Excluded:** Excluded

### BRANCH DESCRIPTION

The Culture and Employee Experience Branch plays a lead role in helping shape our changing workforce and advancing a positive employee experience. To lead our way forward to a digital mindset (people) and digital workplace (culture), we are adapting to meet the growing expectations and changing needs of our workforce and the members and clients we serve. We are committed to delivering people-centered services and solutions with a premium on exceptional personal and digital employee interactions and employee satisfaction as the key success metric. The Culture and Employee Experience Branch is a strategic business partner responsible for organizational effectiveness and development strategies and programs and services delivery to support our ability to attract, retain, develop and engage a high performing workforce and deliver on an exceptional employee experience. Our priority is enabling employees to thrive by connecting them to our purpose, supporting them in their roles and providing a workplace that promotes their physical, mental, and social health and wellness. Services include corporate communications and brand management, employee engagement and events, change enablement, organizational culture, leadership and organizational development and training.

### JOB SUMMARY

The Assistant Director, Corporate Communications and Engagement is responsible for employee communications and engagement in support of the organization's strategic direction and people strategy. The position directly supports the organization's objective of creating an exceptional employee experience through a variety of communication and engagement efforts that enable the corporation to inspire and engage with the talent needed to transform and evolve the business. The position leads the timely and effective execution of all corporate employee communication efforts within the day-to-day operations and provides corporate employee engagement programs, activities and events.

### JOB RESPONSIBILITIES

- Lead the development, implementation and measurement of corporate employee communications and engagement strategies that drive a positive employee experience, enhance engagement, and connect employees to the broader organizational vision.
- Provide executive-level internal communications support and guidance for the CEO and VPs, including developing and executing a strategy for cascading leadership messages to the right audiences at the right times, and establishing consistent and effective channels for communicating with employees across the organization.
- Oversee the development and execution of corporate internal communication and engagement plans that clearly articulate objectives, strategies and tactics that reinforce organizational goals and promote a strong communication and engagement culture.
- Plan, deliver and measure powerful and memorable employee engagement events (e.g., Staff Day), recognition programs (e.g. ACE Awards, Voice of the Employee) and communication products that drive increased participation, involvement and organizational commitment. Includes overseeing the formal Voice of the Employee program used to measure employee engagement levels.
- As a key ambassador of our brand pillars (professional, forward thinking, organizational community) embed our commitments in employee communications and engagement activities, programs and products in ways that reinforce and align our business and culture strategies.
- Manage the production of employee communications including meaningful use of tools, solutions, products and channels, continuously looking to improve their effectiveness. Includes the management of the corporation's intranet and corporate website content related to the attraction of potential candidates.
- Manage crisis communications under the direction of the Director Employee Services and as a member of the Crisis Communications Team (CCT) as set out in business continuity planning materials with focus on informing and directing employees in the event of a crisis or incident.
- Participate in the development and management of strategic plans and associated business plans and budgets, including contract/vendor management for related programs and initiatives.
- Lead a team of communications, creative services and engagement professionals including HR management.

### EDUCATION

**Degree/Diploma Obtained**

**Program of Study**

- Post-secondary degree in Business Administration, Public Administration, English, Communications, Marketing or related field, or an equivalent combination of education and experience and several years of progressively more responsible management experience may be considered.

## EXPERIENCE

### Years of Experience

### Type of Experience

- Five years of experience in a communications/public relations or human resources role with an emphasis on employee communications and engagement.
- Five years of experience leading a team of professionals in a multifaceted, complex work environment.
- Experience managing a business area including managing operations, staff and budgets.

## KNOWLEDGE, SKILLS & ABILITIES

- Strong leadership skills, and a proven track record of leading and managing a team in a changing environment;
- Excellent understanding and knowledge of communications planning, implementation and evaluation;
- Strong interpersonal skills with the ability to interact with all levels of staff, including management and executive;
- Ability to effectively manage multiple staff, and assignments with tight and competing deadlines;
- Excellent writing, presentation and interpersonal communication skills;
- High degree of initiative, diplomacy, discretion and judgment;
- Ability to communicate technical or complex information in a clear, concise and engaging manner;
- Ability to persuade, influence or gain cooperation of individuals at all levels of an organization;
- Ability to train and coach staff in one-on-one and small group settings; and
- Ability to anticipate client needs and to develop sound solutions, options and recommendation.

## CORE COMPETENCIES

### Enabling & Inspiring L3 - Leading Others

Motivating, supporting and enabling others to succeed.

- Gives responsibility to staff based on their competence and capability.
- Creates an environment where others strive for improved performance and productivity.
- Demonstrates respect and effective collaboration as a model for the organization.
- Cultivates an environment of enthusiasm and optimism within the team and across the organization.
- Integrates the contributions of others into organizational initiatives.

### Leadership Courage L3 - Leading Others

Saying and doing the right thing despite potential risk.

- Acts with the courage of his/her convictions without guarantee of success or reward.
- Recognizes competing viewpoints/interests and seeks common understanding and/or solutions.
- Reassesses position in the face of justified resistance.

### Insight & Impact L3 - Leading Others

Understanding self and others in order to be a positive influence as a leader.

- Considers competing interests to address key concerns and to achieve desirable outcomes.
- Demonstrates self-assurance/confidence in own core beliefs and values while maintaining connection with others.
- Manages one's emotions sufficiently to allow for, and invite, different perspectives and opinions

### Navigating Change L3

Supporting self and others through change and transition and enabling successful transformation in work products and processes.

- Creates a culture that encourages change, innovation and improvement.
- Applies change management models, principles and practices.
- Translates change strategies into specific direction and focus.
- Adapts existing goals, plans and processes, or develops new ones to respond effectively to the change.
- Removes barriers to change.

### Embracing Learning L3

Contributing to a learning culture by developing self and supporting others to acquire skills and improve performance.

- Ensures that developmental opportunities and resources are available to employees.
- Ensures adequate time is made available for staff development.
- Effectively utilizes the strengths and talents of others to achieve business results.
- Undertakes development opportunities to meet future organizational needs.
- Role models continuous learning.
- Identifies high potential individuals and provides them with targeted opportunities for growth.

### Client Orientation L3

Making it easy for our external and internal clients - seeing things through their eyes.

- Balances client needs with business realities.
  - Represents client needs to more senior management.
  - Provides advice on complex problems and initiatives.
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### **Accountability L3**

Holding self and others accountable to deliver on commitments and to achieve desired results.

- Establishes standards and measures to achieve desired results.
  - Allocates resources and assigns responsibilities to achieve organizational objectives.
  - Supports others in driving behavioural and performance expectations.
  - Entrusts others with responsibility for achieving results.
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### **Inspiring Trust L3**

Inspiring confidence by demonstrating integrity and building credibility.

- Brokers healthy relationships across the organization to further the achievement of business goals.
  - Promotes dialogue and shared understanding on business issues.
  - Communicates complex issues clearly and credibly with varied audiences.
  - Confidently and effectively expresses contrary opinions and own perspectives.
  - Accepts alternate perspectives in support of business interests.
  - Models trust in others to do their jobs.
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### **Decision Making L3**

Enabling progress by resolving issues and supporting others in taking calculated risks and making decisions.

- Guides responsible risk taking as part of the decision making process.
  - Makes complex operational decisions based on best available information.
  - Balances competing priorities in reaching decisions.
  - Factors key stakeholder perspectives in making decisions.
  - Overcomes obstacles to reach timely decisions.
  - Ensures decisions are consistently applied across the organization.
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### **Organizational Focus L3**

Aligning work priorities, processes and practices to achieve the strategic direction.

- Demonstrates an understanding of interdependencies across the organization (i.e. systems thinking).
- Responds to emerging trends with initiatives that are aligned with the organization's strategy.
- Translates strategic goals into specific operational initiatives.
- Ensures work unit objectives are aligned with the strategic goals.
- Balances short term needs of the organization and its people with the achievement of longer-term goals and strategies.
- Applies understanding of organizational context in dealing with complex issues.
- Aligns business operations across the organization.