

**Skilled Trades Ontario**  
**Métiers spécialisés Ontario**

**Position Title: Bilingual Senior Communications Officer**

**Position Type: Full time – Permanent**

**Location: Toronto, ON**

**Job Band: 9**

**Salary Range: \$35.98 – \$42.99 / hour**

**Hours of work: 36.25 hr/week**

**Skilled Trades Ontario is a new Crown agency which replaced the Ontario College of Trades. It is responsible for skilled trades certification in Ontario, which includes:**

- **Establishing apprenticeship programs**, including training standards, curriculum standards and certification exams
- **Assessing experience and qualifications** of individuals who have not completed an apprenticeship program in Ontario
- **Issuing Certificates of Qualification** in all trades with certifying exams
- **Renewing Certificates of Qualification** in compulsory trades
- **Maintaining a Public Register** of people authorized to work in compulsory trades
- **Conducting research** in relation to apprenticeship and the trades

Skilled Trades Ontario is currently seeking a Bilingual Senior Communications Officer who can prepare a range of communications products, manage issues as they arise, and provide media relations services to support the marketing and communication needs of Skilled Trades Ontario (“STO”).

**The successful candidate will:**

- Coordinates and drafts responses to a range of media and public inquiries regarding STO; providing consistent messaging and responses to issues and effectively communicate and promote announcements, events and plans;
- Drafts products used for internal and external communication including: speeches, information/decision notes, briefings, presentation decks, correspondence for senior STO staff and other products as required;
- Provides information about STO mandate, programs and services in response to inquiries from the media, industry groups and the public;
- Prepares or oversees the preparation and/or editing of reports, briefs, speeches, presentations and press releases;
- Conducts market research surveys in order to research and assess public opinion and attitude regarding STO from clients, industry groups and the public. Provides summary analysis of findings and recommendations for presentation to STO management to further decision making;
- Track issues that impact STO on a daily basis, provide a summary for staff, and draft responses to emerging issues;
- Works with the Web and Social Media team to provide communications expertise and to collaborate on content management of the website; to write content and/or editing of content provided by other departments;

**Qualifications:**

- University degree in communications, journalism or public relations, or related field;
- Proven years of experience in communications, journalism, public relations, marketing and/or media relations;
- Experience working to deadline and managing multiple projects at the same time

**Knowledge of:**

- Media relations methods and techniques and best practices to act as the STO coordinator on a range of media inquiries;
- Communications methods and techniques;
- Research and market research methods to conduct research in the planning of communications products in order to respond to emerging issues;

**Skills:**

- Proficiency in Reading, writing and speaking in both English and French language;
- Oral communication skills to provide consultative and communications advice and expertise across the organization for the planning, development and implementation of communications plans and products;
- Written communications and editing skills to prepare or oversee the preparation and/or editing of reports, briefs, speeches, presentations and press releases;
- Ability to prepare comprehensive communications strategies;
- Effective verbal communications, writing and editing skills;
- Excellent interpersonal skills;
- Ability to be creative and think logically;
- Ability to work independently and as part of a team;
- Strong time management skills. Ability to work in a fast-paced, deadline driven environment;
- Ability to work directly with senior management and members of the governance structure on written materials;
- Active and highly skilled on multiple social media platforms and on-line communications tools;
- Success in crafting dynamic and persuasive social media material

\*This position is represented by OPSEU.

\*Only those candidates selected for an interview will be contacted.

How to Apply: Please forward your resume, together with a separate cover letter by May 17, 2022, to [careers@skilledtradesontario.ca](mailto:careers@skilledtradesontario.ca). Only applications submitted via email will be accepted. Be sure to quote the following competition number in the subject line of your email: STO-018-22 - Senior Bilingual Communications Officer

We thank all applicants for their interest and will contact those whose skills, knowledge, and experience most closely match the requirements of the position.

STO embraces diversity and is committed to creating an inclusive workplace. Our goal is to attract, develop and retain highly talented employees from diverse backgrounds, allowing us to benefit from a wide variety of experiences and perspectives. In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and the STO's Accommodation Policy, accommodation will be provided at any point throughout the hiring process, provided the candidate makes their accommodation needs known to the STO. We welcome applications from all qualified persons.

The Skilled Trades Ontario is an equal opportunity employer