

JOB OPPORTUNITY

Position Title: Senior Communications and Public Affairs Officer

Position Type: Full-time Regular/Union **this position is represented by OPSEU*

Location: Mississauga, ON

Job Band: 10

Salary Range: \$43.39 to \$56.67/hour

Hours of work: 36.25 hours/week

Reporting to: Manager, Corporate Communications

This posting is applicable to: Internal/External Applicants

Skilled Trades Ontario (STO) is a Crown agency responsible for skilled trades certification in Ontario, which includes:

- **Establishing apprenticeship programs**, including training standards, curriculum standards and certification exams.
- **Administering apprenticeship programs**, including approving apprentices and sponsors, registering training agreements and assessing applications for apprenticeship program completion.
- **Issuing certificates of apprenticeship** to completed Ontario apprentices.
- **Assessing experience and qualifications** of individuals who have not completed an apprenticeship program in Ontario.
- **Administering exams**, including certifying exams, in all trades subject to certifying exams.
- **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.
- **Researching** apprenticeships and the trades.

The Senior Communications and Public Affairs Officer provides strategic communications , **media relations, and issues management** support to Skilled Trades Ontario (STO).

The position **leads media outreach and response activities, develops proactive story opportunities, prepares senior leadership for media interactions, and manages reputational issues in a fast-paced public-sector environment.**

The role is responsible for developing communications products, **media materials, issues management strategies**, stakeholder communications, and public affairs initiatives that support STO's mandate, strategic priorities, and reputation. Working collaboratively across the organization, the Senior Communications and Public Affairs Officer provides expert communications counsel, identifies emerging issues, and ensures

communications activities are aligned with organizational objectives and approved messaging.

Responsibilities:

- Lead STO's media relations function, managing media inquiries, interview requests, and proactive outreach to support organizational priorities and reputation.
- Build and maintain strong relationships with reporters, editors, producers, trade publications, and media outlets, and proactively identify, pitch, and secure earned media opportunities that advance STO's strategic priorities and enhance its public profile.
- Provide strategic communications and media relations advice to management and subject matter experts on emerging issues, media opportunities, stakeholder engagement activities, and reputational considerations.
- Monitor media coverage, stakeholder activities, and emerging issues to identify opportunities, anticipate risks, and provide strategic recommendations to leadership.
- Lead the development of media materials, including news releases, media advisories, backgrounders, statements, key messages, Q&As, and spokesperson briefing materials. Lead the writing, editing, and delivery of communications products including briefing notes, issues notes, speeches, presentations, correspondence, website content, and other materials as required.
- Develop and implement communications and media relations strategies that support organizational priorities, announcements, initiatives, events, and thought leadership opportunities.
- Conduct research, environmental scans, and stakeholder analysis to support communications planning, issues management, and executive decision-making.
- Support stakeholder engagement initiatives through the development of communications materials, key messages, presentations, and engagement strategies.
- Lead and coordinate communications projects, including planning, approvals, stakeholder consultation, and implementation.
- Ensure communications products are accurate, accessible, aligned with organizational messaging, and consistent with communications best practices.

Qualifications:

- University degree or diploma in Communications, Public Relations, Journalism, Political Science, Marketing, Public Affairs, or a related discipline.

- Minimum three (3) to five (5) years of progressively responsible experience in communications, public relations, media relations, public affairs, stakeholder relations, journalism, or a related field.
- Demonstrated experience developing strategic communications plans and delivering complex communications initiatives.
- Experience providing communications advice to management and senior leaders;
- Strong project management skills with the ability to manage multiple priorities and competing deadlines.
- Experience in a government, regulatory, Crown agency, public sector, or stakeholder-driven environment is considered an asset.
- Ability to work effectively in a fast-paced environment and execute high-quality work under tight timelines.

Knowledge of:

- Communications, public relations, public affairs, and stakeholder engagement principles, methodologies, and best practices.
- **Media relations principles, newsroom operations, journalistic practices, and the evolving Canadian media landscape.**
- Issues management, reputation management, and strategic communications planning.
- Digital communications, website content management, social media platforms, and accessibility requirements.
- Government decision-making processes, public-sector accountability environments, and stakeholder relations.
- STO programs, policies, terminology, strategic priorities, and mandate.

Skills include:

- Exceptional writing, editing, proofreading, and verbal communication skills;
- Strong strategic thinking, critical analysis, and research capabilities.
- Ability to provide consultative communications advice across the organization.
- Excellent time management, organization, and project management skills.
- Ability to synthesize complex information into clear and concise communications products for diverse audiences.
- Strong stakeholder relationship management and collaboration skills.
- Demonstrated political acuity, diplomacy, sound judgment, and discretion.
- Proficiency in website content management, digital communications, and social media management.

- Advanced proficiency with Microsoft Office applications, including PowerPoint, Word, Outlook, and Excel.

What STO Offers:

- Work-life balance
- Comprehensive health and dental benefits
- RRSP matching (up to 6%)
- Employee Assistance Program (EAP) through TELUS Health with employee perks

Please submit your application by **October 22, 2026**.

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

Our Recruitment Process Includes:

- Step 1: Resume Screening
- Step 2: Phone Screening
- Step 3: Panel Interview(s)/Assignment
- Step 4: Selection
- Step 5: Offer of Employment

Skilled Trades Ontario 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 Skilled Trades Ontario's Accommodation Policy, accommodation will be provided at any point throughout the hiring process, provided the candidate makes their accommodation needs known to Skilled Trades Ontario. We welcome applications from all qualified persons.

Skilled Trades Ontario is an equal opportunity employer.