

COMMUNICATIONS & PUBLIC RELATIONS SPECIALIST

Department	Communications and Public Relations
Job Summary	Reporting to the Director of Communications and Public Relations, this position delivers the strategic communications plan and associated programs for APEGS. The position may work with advisory groups or third-party service providers in fulfilling these roles and responsibilities and works in close partnership with all departments across APEGS.

Key Accountabilities and Duties:

- In alignment with the strategic direction and operations plans of APEGS, provide input into the design and implementation of the strategic communications plan and associated programs.
- Manage existing communications and public relations programs and develop and implement new communications tools and tactics as required.
- Collaborate with, and direct as needed, third-party service providers to ensure expected deliverables meet APEGS expectations relative to scope and size, quality, deadlines, and efficiency
- Deliver in-house communications services or solutions in areas requiring professional communication expertise (e.g. digital media strategies; website functionality; major publications; major events)
- Provide guidance, templates, and additional support to internal staff in a manner that continuously develops and enhances individual and team communication skills, knowledge, and abilities across the organization
- Conduct, acquire, and analyze research and statistics to evaluate the strategic communications plan and associated programs.
- Assist in the development, implementation, and maintenance of APEGS’ visual identity; monitor the application of brand standards internally, and by APEGS service providers; identify visual identity issues and devise solutions and/or recommendations to improve consistency and adherence
- Collaboratively provide hands on leadership and organization of events on behalf of the association. This includes, but is not limited to, creating project teams and working with leaders, program managers, and administrative staff to design and deliver virtual and in-person events
- Provide guidance and coaching to administrative staff to ensure alignment with plans and objectives.

Qualifications:

- A diploma or undergraduate degree in journalism, public relations, English or an equivalent combination of education and experience
- Three to five years of progressive and broad-range experience as a strong, solid generalist that is keen to lean on external third parties for highly specialized skill sets when needed
- Highly skilled writing and editing skills, with proven ability to create key messages for wide array of audiences
- Applied knowledge and experience with various communication mediums, with the ability to identify the most appropriate communication forum to use in a given situation

- Knowledge of leading practices in use of both digital and print communications tools
- Highly skilled in planning corporate events for a variety of audiences
- Proficient in WordPress and familiarity with other forms of web-based applications such as Eventbrite, Pheedloop, SurveyMonkey, Mailchimp and social media platforms that support organizational visual identity and brand
- Advanced computer skills including demonstrated competence in MS Office Suite, Teams and Sharepoint
- Knowledge of research and analysis methods, principles and practices would be an asset
- Familiarity with graphic design and desktop publishing would be an asset
- Proven ability to work cohesively across department lines with leadership and other employees, and to collaborate with others to ensure a healthy and supportive work environment
- Proven ability to develop effective working relationships with a diverse range of stakeholders to achieve results
- Experienced in monitoring and managing the scope and quality of work outsourced to third-party service providers
- Demonstrated leadership abilities: self-awareness, accountability, achieving results through others; adaptability and resilience in response to change or unfavorable situations.