



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Link's Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:  
Toll Free Phone: (866) 225-9067  
Toll Free Fax: (877) 825-7564  
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# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/15

## Public Relations and Communication Specialist

<b>Job ID</b>	<b>380098-1-8793</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=380098-1-8793">https://careers.indigenous.link/viewjob?jobname=380098-1-8793</a>	
<b>Company</b>	Toronto Metropolitan University	
<b>Location</b>	Toronto, ON	
<b>Date Posted</b>	From: 2024-03-20	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Education

### Description

#### About Toronto Metropolitan

At the intersection of mind and action, Toronto Metropolitan University (TMU) is on a transformative path to become Canada's leading comprehensive innovation university. Integral to this path is the placement of equity, diversity and inclusion as fundamental to our institutional culture. Our current academic plan outlines each as core values and we work to embed them in all that we do. TMU welcomes those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us in realizing the benefits of embedding these values into the work at every level and in every unit of the university. In addition, to correct the conditions of disadvantage in employment in Canada and to bring lived experiences to the work, we encourage applications from members of equity deserving groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit Peoples in Canada, First Nations Peoples in the United States, racialized people, Black people, persons with disabilities, women, and 2SLGBTQ+ people. Preference will be given to candidates with lived experiences as people from equity deserving groups, as well as experience working with these communities with which the University works every day. Please note that all qualified candidates are encouraged to apply and we welcome newcomers and immigrants to Canada. In April 2022, the university announced its new name of Toronto Metropolitan University. Learn more about our next chapter.

#### The Opportunity

Toronto Metropolitan University is hiring a skilled media relations and communications professional with a solid track record of securing earned media coverage and producing engaging, creative and innovative content to join our team as a Public Relations and Communications Specialist. The successful candidate will research, write, and edit rich media content for University Relations communication channels, and a range of online and print publications. They will actively engage with media and external contacts to build relationships and coordinate media coverage. They will co-ordinate a broad range of special projects with the objective of maintaining and improving Toronto Metropolitan University's reputation as a leading post-secondary institution. This position will report directly to the Manager, Publications with a dotted line to the Manager, Media Relations.

#### Responsibilities include:

- Writing, producing, pitching and proofreading rich media content (including but not limited to web stories, podcasts, videos, social content) for distribution across Toronto Metropolitan University communications channels and external channels, ensuring consistency with the university's key messaging that supports the academic plan, strategic vision and communication goals.
- Engaging with and developing contacts and cordial relationships with media, pitching TMU-centric stories and narratives to campus media, external local, regional, national and international media.
- Coordinating media interviews for spokespeople across campus, including faculty and members of the executive team. Preparing spokespeople for interviews.
- Drafting, managing and executing complex integrated communications plans on university research, university-wide achievements and programs and successes featuring TMU community members.
- Coordinating activities related to the TorontoMet Today e-newsletter, including generating story ideas, writing content, creating newsletter editions using templates and web content management systems and transmitting the newsletter with accuracy and attention to detail.
- Supporting team data analytics strategy and reporting to more effectively optimize website, stories and media coverage based on personal research, experience, key learning from analytics and tracking results.

#### Qualifications

- Successful completion of a post-secondary degree program in English, Journalism, Marketing and Communications or a related field.
- A minimum of 4 years of experience writing and editing publications, including online publications, preferably in an educational or public sector organization.
- A minimum 4 years experience in media relations with proven success in pitching and securing proactive media coverage. Experience building and maintaining strong relationships with the media.
- Strong communication skills; digital communications capacity, excellent judgment and superior ability to research and write news and feature stories, briefing notes, and remarks quickly, accurately, and with flair.
- Demonstrated knowledge of communication principles, practices, priorities and objectives related to digital communications and the complexities of media relations, writing, and editing in a busy environment while ensuring communication strengthens the university's commitment to the values of equity, diversity, inclusion and accessibility.
- Demonstrated knowledge of various social media channels/platforms; including but not limited to Facebook, Twitter, LinkedIn, YouTube and Instagram.
- Demonstrated tact, diplomacy, and political savvy, along with strong interpersonal and collaboration skills. Ability to professionally manage

confidential and sensitive communications.

- Must demonstrate a commitment to the principles of equity, diversity and inclusion, seeking out opportunities to enhance it, and understanding inclusive and accessible communications practices.
- Able to multitask and meet competing tight deadlines.
- Flexibility to work evenings and weekends to attend events is part of the position

#### Additional Information

Position Number(s) 20003714

Reports To Manager, Publications

Department University Relations

Vacancy Type TERM

Employee Group MAC

Work Location Hybrid

Start Date ASAP

End Date 18 months from start date

Hours of Work 36.25

Grade C42

Salary Scale \$67,372 - \$107,621

Hiring Salary Range \$67,372 - \$87,496

Posting Date March 19, 2024

Application Close Date April 2, 2024

Additional documents to submit with your application:

- Please attach a portfolio with at least 4 of your recent work samples:
- 2 recently published content pieces, print or digital (350-800 words). One example could be a video you produced
- A media release
- A media pitch letter

Notes:As part of the selection process, candidates may be required to complete an occupational assessment. Applications will only be accepted online through Toronto Metropolitan University's career site.Toronto Metropolitan University is committed to the principles of the Accessibility for Ontarians with Disabilities Act (AODA), and aims to ensure that independence, dignity, integration and equality of opportunity are embedded in all aspects of the university culture.

We will provide an accessible experience for applicants, students, employees, and members of the Toronto Metropolitan University community. We are committed to providing an inclusive and barrier-free work environment, beginning with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please submit your request through the AskHR webform.. All information received in relation to accommodation will be kept confidential.

For more information, visit Toronto Metropolitan University for Public Relations and Communication Specialist