



# 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.

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Toll Free Phone: (866) 225-9067  
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# Job Board Posting



Careers.Indigenous.Link

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## Director Communications - Fixed Term

<b>Job ID</b>	<b>77432-en_US-1858</b>
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=77432-en_US-1858">https://careers.indigenous.link/viewjob?jobname=77432-en_US-1858</a>
<b>Company</b>	Canadian Pacific
<b>Location</b>	Calgary, See description
<b>Date Posted</b>	From: 2020-02-13 To: 2050-01-01

### Description

- Req ID: 77432
- Department: Law
- Job Type: Fixed Term
- Position Type: Non-Union
- Location: Calgary, Alberta
- Country: Canada
- % of Travel: 20-30%
- # of Positions: 1
- Job Grade: 3
- Job Available to: Internal & External
- Deadline to apply: 02/26/2020

Canadian Pacific is a transcontinental railway that operates in Canada and the United States, with direct links to major ports on the west and east coasts, providing North American customers a competitive rail service with access to key markets in every corner of the globe. CP is growing with its customers, offering a suite of freight transportation services, logistics solutions and supply chain expertise. Visit [cpr.ca](http://cpr.ca) to see the rail advantages of CP. PURPOSE OF THE POSITION:CP's Communications and Media Relations team is looking for an experienced Director Communications to join their high-performing and dynamic team. This role may be amended from what is described here based on the skills and strengths of the selected candidate. However, those interested in applying must be proficient in internal communications, media relations, crisis communications, writing and editing, and possess exceptional leadership skills. \*Please note this is a fixed term contract position with anticipated end date in April 2021. POSITION ACCOUNTABILITIES:

- Internal and external messaging and storytelling including writing and editing for diverse audiences and mediums;
- Maintaining the integrity of CP's brand reputation in all communications;
- Developing strategic and integrated communication plans to engage key stakeholders (employees, investors, government and operating communities);
- Managing the system-wide strategy to enhance and protect CP's image and reputation among stakeholders in the news media and those who influence the media agenda;
- Acting as spokesperson and leading issues management and crisis communications response;
- Facilitating relationships with Canadian and U.S. national print, wire services, and broadcast outlets and major daily media outlets in key CP locations;
- Leading and managing large-scale programs and projects, ensuring timeliness and accuracy of deliverables, anticipating challenges, developing recommendations, briefing managers and executive members, managing project budgets and relationships with external agencies or business partners;
- Delivering articles, news releases, media alerts, backgrounders, fact sheets, speeches, biographies, executive briefing materials, web site content and other media / digital communications content quickly and accurately;
- Monitoring and measuring communications activities and using diagnostic skills to make proactive judgment calls, including the development of successive action plans;
- Providing advice on strategic communications and tactical improvements to executive and internal client departments, as well as supporting executive communications and public relations activities;
- Working closely with peers in community relations, marketing communications, government affairs and investor relations to ensure alignment of objectives and activities.

### POSITION REQUIREMENTS:

- Bachelor's degree in Public Relations, Communications, Journalism or related post-secondary designation;
- A professional designation such as an APR or ABC would be considered an asset;
- Minimum 10-15 years' experience in a similar role managing complex projects or high-profile communications strategies and issues management in a publicly traded company
- Exceptional writing and editing skills and ability to produce error-free work within short timeframes;
- A strong record working effectively with senior executives, and a proven ability to build and maintain positive relationships with peers;
- Well versed in providing leadership and support to business leaders and specialized functions;
- A solid grasp of technical and financial concepts, possessing superior writing skills with the ability to quickly break down complex information into simplistic terminology;
- Proven ability to work calmly and effectively in fast-paced and high-pressure situations;

- Proficient in media relations and crisis communications;
- Expertise in creating media strategies with the ability to pitch traditional and social media stories, as well as assist in planning and execution of media events to achieve positive and balanced media coverage;
- A proven ability to provide timely and in-depth analysis of media coverage results and trends with the ability to manage and interact effectively with media in crisis situations;
- Familiarity with environmental, social and governance principles and trends;
- A strong understanding of media and social media monitoring tools and software;
- Proficiency in Microsoft Office applications (PowerPoint, Word, Excel, etc.);
- Availability outside of regular working hours as needed for 24/7 media and crisis communications (ICS training and real-time crisis response experience would be considered an asset).

**WHAT CP HAS TO OFFER:**

- Flexible and competitive benefits package
- Competitive company pension plan
- Employee Share Purchase Plan
- Performance Incentive Program
- Annual Fitness Subsidy

**ADDITIONAL INFORMATION:**As an employer with national presence, the possibility does exist that the location of your position may be changed based on organizational requirements. **Background Investigation:**The successful candidate will need to successfully complete the following clearances:

- Criminal history check
- Reference check

**Management Conductor Program:**Becoming a qualified conductor or locomotive engineer is the single best way for a management employee to learn the business at CP. You may be required to obtain a certification or to maintain your current certification/qualification as a conductor or locomotive engineer. CP is an equal opportunity employer committed to the principles of employment equity and inclusion. We welcome applications from all qualified individuals. All applicant information will be managed in accordance with the federal Personal Information Protection and Electronic Documents Act ("PIPEDA").

For more information, visit Canadian Pacific for Director Communications - Fixed Term