

Director, Media and External Relations, Business Council of Canada

About the Business Council of Canada

The Business Council of Canada is a non-profit, non-partisan association committed to making Canada the best country in the world in which to live, work, invest and grow.

Council members are the chief executives and entrepreneurs of Canada's leading enterprises, representing all sectors and every region of the country. They are committed to strengthening Canada's economy, social fabric and democratic institutions. For nearly five decades, the Council has played an influential role in many key public policy developments in Canada and has repeatedly broken new ground with thoughtful, constructive advocacy in the national interest.

Overview

The Director of Media and External Relations is responsible for media and external communications activities promoting the Business Council of Canada's vision and key priorities. As part of a small communications team, the Director is the main point of contact for media, plans public-facing activities and writes, edits, produces and disseminates a range of communications products.

Core Responsibilities

- Lead media relations activities and coordination of media requests.
- Develop and maintain close relationships with media – both legacy and new.
- Draft and edit news releases, articles, web posts and other external communications material.
- Prepare Council personnel for media appearances and accompany them as appropriate.
- Tactical planning to ensure the Council successfully executes its communication activities, especially around key events such as the federal budget, federal economic statements and other policy priorities.
- Dissemination of external communications through digital and physical media.
- Creation and production of a wide range of communications products including a public-facing newsletter.
- Monitor, highlight and report on media coverage of the Council's priorities, members, and staff.
- Identify and propose new strategies to improve the profile of member activities, Council's policy recommendations and other priorities.
- Develop and execute measurement tools to assess impact of communications on advocacy strategies.
- In collaboration with the Communications Specialist, oversee the Council's digital media presence.

- Project management to maintain existing communication activities and launch new ways of reaching audiences.
- Ensure the Council's communications is aligned with the work of members and the wider political and economic landscape.
- Execute external relations activities including stakeholder engagement and events.
- Build and maintain ties with communication and public affairs teams of member companies, as well as stakeholders.

Work Environment

- Reports to the Senior Vice President, Communications.
- The Director of Media and External Relations works closely with each member of the Council team to maximize the effectiveness of the Council's advocacy initiatives and communications activities.
- Works closely with the Communications Specialist in the creation, editing and dissemination of digital products.
- Collaborates with the Manager of Digital and Design and other Council personnel on the production of communication products and coordination of communication activities.
- This is an in-office position. The Council's office is located in the heart of downtown Ottawa, steps from Parliament Hill, with direct access to public transportation.
- Normal working hours are 9:00-5:00 Monday to Friday, with the possibility of some after-hours work.
- Some travel required.

Qualifications

- Excellent oral and written communication skills.
- 5+ years experience in communications or media relations.
- University degree or certificate from a degree granting institution.
- Digital and social media proficiency.
- Ability to write in a range of styles including news releases, newsletters, web articles, op-eds, social media posts.
- Knowledge of media monitoring services and major social media platforms.
- Understanding and appreciation of Business Council of Canada priorities.

Assets

- Bilingualism (English and French) considered an asset.
- Knowledge of Wordpress.
- Strong interpersonal skills and ability to work as part of a small team.
- Ability to supervise the work of others.
- Flexibility.
- Highly organized.
- Willingness to innovate.
- Extensive network with media and stakeholder groups.



Compensation

- Commensurate with experience.
- Includes employer-paid benefits plan and defined contribution retirement plan.

To apply:

Send resume and cover letter to info@thebusinesscouncil.ca

