



JOB DESCRIPTION

Job Title:	<i>Senior Communications Officer</i>
Reports to:	<i>President & CEO</i>

The Travel Industry Council of Ontario (TICO) is an organization mandated by the Ontario government to administer the Ontario *Travel Industry Act, 2002* and Ontario Regulation 26/05 which governs all of the approximately 2,400 travel retailers and travel wholesalers registered in Ontario. In addition, TICO administers an industry-financed Travel Compensation Fund.

This full-time role offers a unique opportunity for an individual to join an organization of approximately 25 individuals where quality work/life values are embraced while, at the same time, enjoying a challenging, satisfying and rewarding professional experience. As the Regulator of a dynamic travel industry, TICO has a committed and enthusiastic workforce who work hard and are passionate about TICO’s consumer protection mandate. Our employees enjoy a competitive benefits programs and an environment where personal growth is encouraged and achievable through a commitment to quality, service excellence and professional development while contributing to the achievement of TICO’s long-term strategic priorities. Further opportunity exists to assume broader responsibility based upon candidate experience, performance and personal drive.

Job purpose

The Senior Communications Officer (SCO) is responsible for the overall design, development and implementation of TICO’s communication strategy involving key stakeholders representing the Ministry of Government and Consumer Services (“Ministry”), TICO registrants, industry, marketing groups and the general public. Embracing innovation and creativity, the SCO will be responsible for all outreach programs using TICO’s website and social media platforms and other effective communication tools to promote and educate various stakeholders on consumer protection as required by the legislation.

Key Competencies

Communication - demonstrated strength, both orally and written, when interacting with stakeholders optimizing various communication mediums for expressing key messages; seen as a credible, influential communicator interacting with all audiences in an open, empathetic and respectful manner;

Innovation - a creative and strategic mindset with ability to identify and understand underlying challenges & opportunities and transition into a practical path for implementation; a change leader who can embrace and influence positive change within an organization;

Teamwork - a consummate team player who consistently demonstrates the value of teamwork by contributing to a positive work environment through considerate, tactful and ethical interactions consistent with the values of the organization;

Functional Expertise - demonstrated experience and expertise as an effective communicator and organizational leader across diverse groups and levels; seen as a subject matter expert for all modes of communication and relationship building strategies.

Duties and responsibilities

- Responsibility for objectives and initiatives tied to TICO's communication strategy reflected in the Business Plan;
- Responsibility related to all communications and content for TICO website, social media platforms, blogs and newsletters (TICO Talk);
- Collaborate with marketing and subject matter experts to determine appropriate enterprise communications messages and tools;
- Provide guidance and direction to marketing partners and review all materials to ensure communications are accurate, relevant and consistent with TICO overall messaging;
- Develop and implement communications strategy leveraging TICO's broad social media platform, blogs, education and other on-line key messages;
- Design, develop and implement all external and internal communications including press releases, advisories, bulletins and various internal communications;
- Assist in the development of communication budget;
- Assist in the analysis, development and implementation of consumer awareness program(s) to support internal and external brand building and awareness;
- Assist in the design, development and delivery of effective marketing collateral;
- Leverage and build TICO's presence at consumer and industry tradeshows;
- Build relationships with key media contacts, industry and marketing groups to identify opportunities to proactively market consumer awareness and TICO brand;
- Proactive management and monitoring related to all trade-press and other media matters;
- Determine tools and methods to evaluate the effectiveness of internal and external communications;
- Liaise, collaborate and present to Registrants and Ministry key messages;
- Facilitate enhancements to TICO's crisis management protocols;
- Serve as back-up to the CEO and VP Operations on communication requests, media relations and with crisis/ issues management;
- Support TICO staff operations in effective communications where necessary.

Qualifications

- Minimum Bachelor's degree in Communications and/or equivalent including: Public Relations, Journalism, English - minimum of 5 years related experience;
- Bilingual (French) desirable;
- Strong working knowledge of communication principles and practices;
- Excellent interpersonal communication skills with strong writing, editorial abilities and comfort presenting in group sessions;
- Strong knowledge of social media platforms Facebook, Twitter, LinkedIn, etc.;
- Working knowledge of Microsoft Word, PowerPoint, Excel, internet, media monitoring software, and other public relation tools;
- Demonstrated ability as an influential communicator within a complex organization;
- A self-starter with the ability to work effectively in a team environment;
- Demonstrated capacity to develop and maintain strong professional relationships with internal and external stakeholders and work effectively with all levels of employees;
- Experience in the travel industry an asset;
- Knowledge and understanding of Ontario regulations governing consumer protection desirable;
- Understanding of the Delegated Administrative Authority model and relationship with government is an asset.

Working conditions

While the physical demands of the role are not unusual for an office environment, the employee must be able to demonstrate and/or accept the following:

- Sitting for extended periods of time;
- Considerable computer related time performing research and executing tasks;
- Presentations to various stakeholders requiring standing and orator capabilities;
- Valid drivers license to commute to various stakeholder sites;
- Occasional overtime.

Direct reports / Key Relationships

The role will report to the President & Chief Executive Officer. There are no direct reports.

The role requires significant interaction with all staff, but will work particularly closely with the Vice President, Operations who has ultimate responsibility for TICO's Consumer Awareness program.

Manager:	<i>R. Smart, President & Chief Executive Officer</i>
Approved by:	<i>R. Smart, President & Chief Executive Officer</i>
Date Approved:	<i>August 2016</i>
Review Date:	<i>August 2018</i>

To learn more about TICO, please visit our website at www.tico.ca.

Please submit your resume and salary expectations in confidence by **August 31, 2017** to:

Travel Industry Council of Ontario
2700 Matheson Blvd. E
Suite 402, West Tower
Mississauga, Ontario L4W 4V9

Fax # 905-624-8631

Email tico@tico.ca

Attention: Richard Smart, Chief Executive Officer

Please note that only those applicants to be interviewed will be contacted.