



JOB DESCRIPTION

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. We have a committed and enthusiastic workforce who work hard and are passionate about TICO's consumer protection mandate. Our employees enjoy an attractive benefits programs and an environment where growth is possible through a commitment to professional development while contributing to the achievement of TICO's long-term strategic priorities. This new role is described further below.

Job title	<i>Stakeholder Relations Officer</i>
Reports to	<i>President & CEO</i>

Job purpose

The Stakeholder Relations Officer (SRO) is responsible for the design, development and implementation of TICO's relationship management and communication strategy with 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 SRO will be responsible for all outreach programs using TICO's website and social media platforms and other effective communication tools to promote and educate consumers on consumer protection as provided within the legislation.

Key Competencies

Communication - demonstrated strength, both orally and written, when interacting with stakeholders using all available mediums when expressing key messages; seen as a credible, influential communicator who interacts 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 these opportunities 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 an expert across multiple mediums of communication and relationship building strategies.

Duties and responsibilities

- Collaborate with marketing and subject matter experts in a timely manner 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 e-communications (i.e. online) strategy ensuring alignment with TICO Business Plan and overall messaging;
- Assist VP Operations in the analysis, development and implementation of consumer awareness program(s) to support internal and external brand building and awareness;
- Design, develop and implement all external and internal communications including press releases, advisories, bulletins and various internal communications;
- Serve as champion coordinator and editor related to all communications and content for TICO website, social media platforms and newsletters (TICO Talks);
- Build relationships with key media contacts and industry marketing groups to identify opportunities to proactively market consumer awareness, TICO brand and corporate messaging to media.
- Coordination related to all trade-press and other media requests;
- Serve as back-up to the CEO and VP Operations on communication requests, media relations and with crisis/ issues management;
- Plan, manage, conduct and evaluate surveys and studies and oversee consultants retained to perform such studies;
- Determine tools to evaluate the effectiveness of internal and external communications;
- Liaise and collaborate with industry groups and government stakeholders as needed and help provide creative solutions to communication challenges;
- Support TICO staff operations in effective communications where necessary.

Qualifications

- Minimum Bachelor's degree in Communications, Public Relations, Journalism, English and/or related discipline with a minimum of 5 years related experience;
- Strong working knowledge of communication principles and practices;
- Must possess excellent interpersonal communication skills with strong writing and editorial abilities;
- 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 to be an influential communications consultant within an organization;
- Must be 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;
- Bilingual in French desirable;
- Knowledge and understanding of Ontario regulations governing consumer protection is a definite asset;
- An 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

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 **November 30, 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.