
Senior Advisor, Public Relations and Media Montreal, Qc

Overview

Our client is a resolutely forward-thinking Crown corporation. They have developed a rebuild plan that extends through 2025 to support us in our mission of transforming Canadians' journeys by creating smarter ways to travel. They want Canadians to rediscover the joy of travelling and, in doing so, help build a better economic, social and environmental future. To get there, they are relying on the lifeblood of our company: their employees. The quality of the customer experience they deliver day after day sets them apart in the transportation industry.

You are a professional with expert knowledge of public relations?

You are resourceful and thoughtful, and you want to join a team of genuine and committed people?

Reporting to the head of Business Communications, you will play a crucial role in positioning of the company. You will safeguard the Crown Corporation's reputation, and design and implement public relations strategies, including media strategies, while acting as an advisor for all of the organization's external communications activities.

Responsibilities

- Design and implement public relations strategies and projects to promote the Company activities as they relate to its business objectives in order to uphold the business's good reputation and its influence.
- Position, advise and coach the executive management team regarding external events (media interviews, public speeches and presentations, discussion panels and information sessions and briefing notes), working in close collaboration with the head of Business Communications to establish a strict, agile and efficient range of services.
- Develop and manage complex major communications projects that are key for the organization, often in collaboration with teams of partners and/or governmental affairs.
- Design, plan and supervise preparations for public relations events, including logistics, media interview planning, press conferences and invitations.
- Design and implement media strategies (including social media) to support the Company's objectives. Act as an official spokesperson, especially during crises.
- Cultivate and maintain sustained relationships with a diverse network of journalists, columnists, and bloggers—in short, established influencers in both traditional and digital media.
- Manage the company's media monitoring strategy (content of weekly and periodic news roundups). Develop and improve tools for measuring/assessing the impact of media coverage.
- Identify threats and opportunities in user-generated content related to the brand and take appropriate action to safeguard the Company's positioning.
- Supervise and contribute to the development, production, writing, adaptation and editing of content for a range of communications tools (including informational documents, press releases, media alerts and social media messages).
- Work in close collaboration with members of the extended Communications team (partners, customer relations, marketing communications and customer relationship management) to identify, implement and deploy promotional strategies and tactics that promote the Company's activities in key markets.

Skills & Qualifications

- University degree in communications, journalism or a related field (master's degree an asset);
- More than 10 years of experience in public relations and/or media relations;
- Demonstrated knowledge of media at the national level;
- Proven talent and experience in crisis management;
- Excellent oral and written knowledge of English and/or French;
- Excellent writing skills in English and/or French;
- Ability to manage several priorities at the same time and remain calm under pressure;
- Ability to handle complex problems, examine them within a greater context and find innovative solutions;
- Ability to present and argue ideas;
- Aptitude for analysis, synthesis and conceptualization;
- Team spirit;
- Initiative, independence, curiosity, creativity and flexibility;
- Good sense of organization;
- Attention to detail and precision;
- Advanced knowledge of PowerPoint;
- Willingness to travel within Canada occasionally;
- Willingness to work weeknights and some weekends (required staff rotation for media monitoring).

Why Join?

The Organization. Our client is a leader in their industry with a focus on client safety and satisfaction.

The Role. This role offers an opportunity to position the company and safeguard the Crown Corporation's reputation.

The People. Loyalty, innovation and integrity defines the company culture.

Your Next Steps

Email your resume in **word format** to joliveri@radarhh.com . Please quote **project #106779** in the subject line. radar promotes the highest standards of integrity and principles of quality, diversity, equity, and ethical practice. We thank all those who submit their résumés. Only those selected for further consideration will be contacted.