



This moment brought to you by
MARINE ATLANTIC

At Marine Atlantic, we need people like you to create moments like this.

Communications Officer

3-Year Term

At Marine Atlantic, we do so much more than get people from point A to point B. Whether it's reunions, long-awaited trips home, or the start of a new adventure, we bring people together. We couldn't bring people together every day without our own dedicated employees. Our employees embody our core values; they are safety oriented team-players who exhibit integrity and commitment, and always strive for excellence. Their understanding and commitment to our values make our employees an invaluable part of our organization.

Marine Atlantic is currently accepting applications for a **Communications Officer** to work with our Corporate Communications team for a 3-year term. The successful candidate may choose to work from either St. John's, Port aux Basques or North Sydney office location.

The Corporate Communications team works closely with representatives of all divisions within the organization to generate support for business objectives and the corporate vision, and to enhance Marine Atlantic's reputation through effective messaging and communications tactics.

Reporting to the Manager of Corporate Communications, the Communications Officer supports initiatives/projects and organizational change management activities and provides guidance and support to the Executive Team in the communication of business activities.

The Communications Officer will take a lead role in the development of strategic communications plans and strategies for internal and external initiatives and will be responsible for the execution of the plans to support business objectives and facilitate communication between employees, the Corporation, and its external stakeholders.

The position requires the individual to possess strong strategic communications skills, be an excellent writer, possess good project and time management skills, and have sound knowledge of social media and media relations.



Marine Atlantic
Marine Atlantique

Canada

marineatlantic.ca/hiringnow

Additional Key Areas of Responsibility:

- Work diligently, to promote a safe working environment.
- Identify potential issues that may positively or adversely impact the Corporation's reputation and either capitalize on the opportunity or recommend mitigation activities.
- Work closely with colleagues to ensure that key messages are consistently reflected in all communications and the highest standards of communication principles are deployed.
- Act as an internal subject matter expert and provide effective strategic communications advice as it relates to the 5 Ws (who, what, when, where, why and how) of communicating with internal and external stakeholders.
- Act as internal consultant to build the knowledge and understanding of communications as a key business function.
- Coordinate and supervise the production of communication materials utilizing external suppliers.
- Plan and draft speeches, presentations and briefing materials for members of the Executive Team.
- Assist with drafting content for the employee newsletter, employee digital signage, intranet and social media.
- Carry out roles and responsibilities as outlined in the Crisis Communications Plan.
- Work closely with other members of the Corporate Communications team to develop material for the organization's intranet and develop a promotion plan to increase employee adoption of the platform as an integral communications tool.
- Remain abreast of the latest developments and best practices in Public Relations, with a focus on strategic content planning and development.
- Assist with the planning of special events.
- Assist in the accomplishment of company objectives by performing other related duties as required.

Education and Experience

- Bachelor Degree in either Public Relations or Journalism or a post-secondary degree combined with relevant experience.
- And
- At least seven (7) years of experience in public relations.

Essential Qualifications:

- Ability to translate strategic direction into effective tactical operational plans that are easily understood.
- Ability to build professional and sustainable relationships with employee, management and executive level individuals.



Essential Qualifications (continued):

- Project management experience and the ability to manage multiple projects and deadlines.
- Proven technical writing skills, presentation skills and verbal communication skills.
- Demonstrated experience in a high-profile, fast-paced environment, quickly developing key messages, managing challenging media issues and providing strategic communications guidance to senior management and operational staff.

Asset Qualifications:

- Fluent in both official languages.
- Knowledge of the transportation industry.
- Ability to work with confidential or sensitive information
- Ability to provide leadership at a peer level
- Ability to work Independently

How do you become part of our team?

If you meet the listed qualifications, are interested in this opportunity and exemplify our core values, please apply online before **4 pm (Atlantic Time) on 05 September 2017**.

All applicants must apply online:

www.marineatlantic.ca/hiringnow

Marine Atlantic is a federal Crown corporation that provides a vital ferry service link between Newfoundland and Labrador and mainland Canada.

Why Marine Atlantic?

We are dedicated to creating an environment which promotes employee growth and career satisfaction. Some benefits of working with Marine Atlantic include competitive salaries, defined benefit pension plan, comprehensive benefit packages, and professional development opportunities.

Important Messages:

Marine Atlantic Inc. is committed to Employment Equity and Diversity and invites applications from Women, Aboriginal People, Persons with Disabilities, and Visible Minorities.

To receive this job poster in an alternative format, please contact the Marine Atlantic Human Resources Department.

