



2024-10-16

ENWIN Utilities Ltd., is currently accepting applications for the position of:

Manager Corporate Communication and Public Relations

Location: Windsor, ON (Hybrid)

Reporting to the Director, Customer Care, the successful applicant will be responsible for all aspects of brand marketing, public relations and communications including digital media, public and media relations, social media, website, market research, promotions and corporate communications. The Manager, Corporate Communications and Public Relations will oversee the Communications Coordinator and is responsible for the strategic development and stewardship of the ENWIN group of companies (ENWIN group) and Windsor Utilities Commission (WUC) brand(s) and plays a critical role in brand awareness for the entire group of entities and for delivering an exceptional customer and stakeholder experience.

The incumbent will work closely with the senior management team to support internal and external communications activity across the entities; as well as provide leadership with strategic communications advice and counsel and identify potential communication opportunities, challenges, implications and recommend appropriate solutions. The incumbent is responsible and accountable for the development and implementation of a comprehensive integrated strategic communications plan in support of the ENWIN Group and WUC's business priorities and strategies reflective of each respective organization's strategic direction and culture. The incumbent ensures departmental communication activities are complementary with and aligned to the broader organizational strategic priorities including brand. The incumbent will write, edit, and produce a variety of communications materials to generate awareness, understanding and support for the key organizational initiatives contributing to enhancing the ENWIN Group and WUC's reputation internally and externally.

The duties include but are not limited to: managing and developing, executing and coordinating all communications activities (internal communications, website, digital channels and platforms, etc.) with a primary focus on customer service; providing subject matter expertise for all marketing and advertising materials; writing and distributing all media releases; developing a comprehensive annual communications and quarterly public relations plan, and executing impactful public relations strategies; recommending public speaking engagements for the CEO and/or senior management team and drafting speeches; publicly representing ENWIN and WUC via media interviews/events, meetings, conferences, and public speaking engagements. The Manager Corporate Communication and Public Relations works with senior management teams on brand management, reputation management and strategic communications; supports the ENWIN Group and WUC spokespersons; develops crisis communications plans and liaises with media. The manager also prepares and executes the annual communications and public relations budget and manages the day-to-day operations of the department including motivating and mentoring staff. This position is also responsible for managing the Community Support portfolio including community partnerships.

The successful applicant must have the following skills and competencies:

- University Degree in Communications, Public Relations, Journalism, or Marketing with a minimum of eight (8) years of experience in progressively responsible and related positions

OR College Diploma in Communications, Public Relations Journalism, or Marketing with ten (10) years of experience.

- Demonstrated experience in internal communications, strategic communications planning and execution, including social and digital media platforms.
- Experience using social media management platforms such as HeyOrca, Sprout Social or similar; experience with Photoshop, Quark, Illustrator, and InDesign considered assets.
- Demonstrated grasp of evolving communication channels including emerging new media.
- Ability to manage multiple communications projects/programs/initiatives of moderate scope and complexity.
- Effective and engaging presenter for large or small diverse audiences, in person or virtually.
- Experience as a trusted communications and public relations advisor to senior leadership.
- Ability to motivate and lead staff, manage performance, and effectively delegate work.
- Ability to develop long term strategic plans and create actionable goals to achieve them.
- Excellent project management and organizational skills, and the ability to work under pressure, manage multiple priorities and tight deadlines.
- Knowledge of the Ontario regulated utility landscape is an asset.
- Professional demeanour and ability to exercise tact, diplomacy, judgement, confidentiality, discretion, and a high degree of political acuity.
- Demonstrated leadership experience in public relations and communications for a public-facing organization.
- Comprehensive knowledge of advertising, media, public relations, brand strategy, digital marketing, and social media.
- Excellent editing and copy-writing skills with the ability to streamline and standardize communications written by a variety of authors.
- Proven ability to work independently and to collaborate and participate effectively within a team environment.
- May be required to work some evenings and weekends.

Salary Range for Qualified Candidates: \$111,605 - \$124,005

Qualified applicants may apply at <https://www.applicantpro.com/openings/enwin/jobs> up to and including **Friday, November 1, 2024**. **Please quote File #EWU-24-01-036 on application.** Although all applications are appreciated, only those candidates selected for an interview will be contacted.

ENWIN Utilities Ltd. provides accommodation in accordance with applicable laws through all stages of the hiring process. If you require accommodation for any part of the application and hiring process, please advise the Human Resources Department.

ENWIN believes there is significant value in the diversity within our workforce and we are committed to continually enhancing and improving diversity and inclusion throughout our organization. As an equal opportunity employer, we encourage all qualified individuals to apply for employment opportunities and believe that strength flows from our individual differences and enables us to effectively serve our community.