



## **Associate Vice President, Communications and Public Relations**

Counsel does PR differently. We are looking for someone who thrives at the intersection of politics, policy and communications. As Counsel's senior strategic communications lead, the AVP leads our "PR 4 GR" campaigns, which integrate government relations and public relations to help our clients achieve their objectives. From media relations to national digital advocacy campaigns, the AVP oversees it all and works with our national, multi-partisan team to deliver results.

The position is located in Counsel's mid-town Toronto office.

### **Qualifications**

- Undergraduate degree, preferably in Communications, Journalism or Political Science. Public Relations Certificate an asset.
- Minimum eight – ten years of work experience in public relations and/or public affairs
- Experience working at the intersection of government and public relations on behalf of clients
- Demonstrated understanding of government, the political environment and public policy process. The ideal candidate is an avid consumer of political news.
- Thrives in an entrepreneurial environment.
- Ability to deftly manage crises, and provide crisis communications management for clients
- Experience in planning, developing and delivering creative and insightful communications and public relations programs
- Ability to develop and maintain relationships with media (including parliamentary press galleries)
- Highly developed written and oral communications skills
- Excellent understanding and experience with the latest social media, digital strategies and tools
- Exemplary client relations
- Proven project management capabilities, including budget management. Able to deliver on tight timelines, and navigate changes to ensure client deliverables are met.
- Experience in managing and mentoring staff
- Ability to work independently and as part of a high-performing team



### **Job Description**

The Associate Vice President, Communications and Public Relations, is accountable for growing our PR for GR business and for developing and executing campaigns for the firm's clients across Canada.

- Planning, developing and delivering communications and public relations programs aimed at achieving GR objectives, including campaigns aimed at moving public opinion and policy
- Business development including supporting the development of new PR business pitches and RFP responses
- Building the PR 4 GR practice, including a roster of associates and suppliers
- Providing strategic advice to senior executives, clients and stakeholder groups
- Crafting creative campaigns and developing strategic communications plans
- Providing time-sensitive crisis and issues management for clients
- Drafting creative content and attention-getting communications materials
- Oversight and support of media relations
- Developing and executing events and thought leadership programs
- Continuing to build your knowledge and understanding of the provincial and federal governments relevant to support the firm's PR needs
- Driving corporate communications for the firm that foster business development and raise profile of the firm and its team members
- Directing and supporting the preparation of corporate communications content such as blog posts and social media
- Other duties as assigned

Please submit a resume and cover letter to [reception@counselpa.com](mailto:reception@counselpa.com) by Friday, February 14.