



Position Title:	Communication Specialist	Department:	Executive
Reports To:	Chief Executive Office (CEO)	Compensation:	To be negotiated
Brand/Location:	Home Office	Closing Date:	Feb 18 th , 2011

THIS IS A NEW POSITION

JOB SUMMARY

Reporting to the CEO the Communication Specialists provides editorial leadership of the TDG Intranet (both content and production), assists in the development of and executes on TDG's strategic and tactical communication plans and ensures all TDG communications are of the highest quality and reflects the standard and professionalism of the company.

KEY ACCOUNTABILITIES/RESPONSIBILITIES

Intranet

- Support the implementation and execution of the Intranet launch communications plan.
- Develop, maintain and manage the necessary infrastructure for content publication including policies, process and procedures as it pertains to the intranet.
- Create and maintain standards to ensure quality control of the content on the Intranet, working in partnership with site area administrators and content owners to enforce content-editorial policy and corporate identity guidelines.
- Provide the editorial leadership for the intranet, editing and overseeing daily content and news production.
- Review and analyze employee feedback and site metrics on an ongoing basis, taking action where appropriate to drive usage and enhance content.
- Chair and be an active member of the Intranet Advisory Group.
- Partner with the intranet Advisory Group, company departments, content owners and project stakeholders to identify opportunities and implement solutions that drive usage, streamline processes and facilitate communications, ultimately developing goals and strategies for future content growth.
- Support alignment of timely and effective Internal Communications by developing and maintaining an editorial schedule and by being a key writer of homepage content including corporate news and polls.

Communications

- Develop and/or assist in the development of communication plans, presentations and key messages as required.
- Develop and implement creative, effective and efficient communication materials and provide advice regarding communication policies, programs and processes.
- Provide communication support for other key corporate initiatives as required.
- Support the execution of TDG's internal communications plan to enhance employee engagement and build awareness of the company's strategic objectives and achievements.
- Provide communication support for all TDG Transformational Change Management Initiatives.
- Support the implementation of employee communication initiatives including regular employee updates, electronic newsletters and special projects.

QUALIFICATIONS

- Post secondary diploma in Communications, or equivalent work experience in business communications or related field.
- 3-5 years corporate communications experience.
- Solid understanding of communication principles and practices.

Skills

- Superior interpersonal, oral communication, time management and collaboration skills.
- Excellent research, writing and editing skills coupled with creative flair and understanding of how to use effective marketing skills and tools.
- Ability to work in a fast-paced, deadline-oriented environment with the ability to adapt to change and meet timelines without sacrificing quality.
- Superior computer skills especially with Word, PowerPoint, Excel and Visio.
- Strong change and project management skills.
- Experience in communication management of intranets including the use of Content Management Systems (CMS), intranet content presentation and web writing style are all an asset.
- Familiarity with web technology and how it can be leveraged as a communication/ business tool is an asset.

OTHER INFORMATION

- Must be able to work extra time outside of normal office hours as required

Interested applicants should apply online at www.dufresne.ca

**Choose “Communication Specialist” position
and “Login” to apply.**

**Once you complete a profile you won't have to enter your information again to apply for other postings, so
make sure you give detailed information.**

The next step in your career with TDG is waiting!!