

## JOB DESCRIPTION

<b>Job Title:</b>	<b><i>Manager, Stakeholder Relations</i></b>
<b>Reports to:</b>	<b><i>President &amp; CEO</i></b>

The Travel Industry Council of Ontario (TICO) is an organization mandated by the Ontario government to administer the Ontario *Travel Industry Act, 2002* and Ontario Regulation 26/05 which governs all of the approximately 2,400 travel retailers and travel wholesalers registered in Ontario. In addition, TICO administers an industry-financed Travel Compensation Fund.

This **full-time position** offers a unique opportunity for an individual to join an organization of approximately 30 individuals where quality work/life values are embraced while, at the same time, enjoying a challenging, satisfying and rewarding professional experience. As the Regulator of a dynamic travel industry, TICO has a committed and enthusiastic workforce who work hard and are passionate about TICO's consumer protection mandate. Our employees enjoy a competitive benefits programs and an environment where personal growth is encouraged and achievable through a commitment to quality, service excellence and professional development while contributing to the achievement of TICO's long-term strategic priorities. Further opportunity exists to assume broader responsibility based upon candidate experience, performance and personal drive.

### Job purpose

The Manager, Stakeholder Relations is an all-round and hands-on expert responsible foremost for the overall design, development and implementation of TICO's consumer awareness, communication and engagement strategy. While a consumer focus is paramount, other stakeholder engagement is key, including the Ministry of Government and Consumer Services ("Ministry"), industry and marketing groups. This role will also work very closely with the VP Operations in communicating and engaging TICO registrants (travel agencies and tour operators). Through a focused and pro-active approach, embracing innovation and creativity, this role will be responsible for all outreach programs leveraging TICO's website and social media platforms and other effective communication tools to promote and educate various stakeholders on consumer protection as required by the legislation and more.

### Key Competencies

**Communication** - demonstrated strength, both orally and written, when interacting with stakeholders optimizing various communication mediums for expressing key messages; seen as a credible, influential communicator interacting with all audiences in an open, empathetic and respectful manner;

**Innovation** - a creative and strategic mindset with ability to identify and understand underlying challenges & opportunities and transition into a practical path for implementation; a change leader who can embrace and influence positive change within an organization;

**Teamwork** - a consummate team player who consistently demonstrates the value of teamwork by contributing to a positive work environment through considerate, tactful and ethical interactions consistent with the values of the organization;

**Functional Expertise** – through knowledge of the travel marketplace and regulatory environment, demonstrated experience and expertise as an effective communicator and organizational leader across diverse groups and levels; seen as a subject matter expert for all modes of strategic communication and relationship building strategies; able to lead strategy but also be intricately involved in all aspects of communication, including developing options, writing, presenting and otherwise operationalizing action plans.

### **Duties and responsibilities**

- Responsibility for objectives and initiatives tied to communication strategy per the Business Plan;
- Responsibility related to all communications and content for website, social media platforms, blogs and newsletters;
- Collaborate with marketing and subject matter experts to determine appropriate enterprise communications messages and tools;
- Provide guidance and direction to marketing partners and review all materials to ensure communications are accurate, relevant and consistent with overall messaging;
- Collaborate on external and internal communications including press releases, advisories, bulletins and various internal communications;
- Assist in the analysis, development and implementation of consumer awareness program(s) to support internal and external brand building and awareness;
- Assist in the design, development and delivery of effective marketing collateral;
- Leverage and build TICO's presence at consumer and industry tradeshows;
- Build relationships with key media contacts, industry and marketing groups to identify opportunities to proactively market consumer awareness and TICO's brand;
- Proactive management and monitoring related to all trade-press and other media matters;
- Determine tools and methods to evaluate the effectiveness of internal and external communications;
- Liaise, collaborate and present to Registrants and Ministry key messages;
- Representing TICO on communication requests, presentations, media relations and with crisis/ issues management;
- Support TICO staff operations in effective communications where necessary.

### **Qualifications**

- Minimum Bachelor's degree in Communications and/or equivalent including: Public Relations, Journalism, English - minimum of 5 years related experience;
- Bilingual (French) desirable;
- Strong working knowledge of communication principles and practices;
- Excellent interpersonal communication skills with strong writing, oral, editorial abilities and comfort presenting in group sessions;
- Strong knowledge of social media platforms and digital marketing metrics and tactics;
- Working knowledge of MS Office suite of applications, internet, media monitoring software, and other public relation tools;
- Demonstrated ability as a strong communicator within a complex organization;
- A self-starter with the ability to work effectively in a team environment;
- Demonstrated capacity to develop and maintain strong professional relationships with internal and external stakeholders and work effectively with all levels of employees;
- Experience in the travel industry an asset;
- Knowledge and understanding of Ontario regulations governing consumer protection desirable;
- Understanding of the Delegated Administrative Authority model and government relations is an asset.

### **Working conditions**

While the physical demands of the role are not unusual for an office environment, the employee must be able to demonstrate and/or accept the following:

- Sitting for extended periods of time;
- Considerable computer related time performing research and executing tasks;
- Presentations to various stakeholders requiring standing and orator capabilities;
- Valid driver's license to commute to various stakeholder sites;
- On-demand to respond to after hour communication issues and/or requests.

### **Direct reports / Key Relationships**

The role will report to the President & Chief Executive Officer. While there are no direct reports, this role will have significant interaction, and therefore influence, with various internal and external stakeholders.

The role requires significant interaction with all staff, but will work particularly closely with the Vice President, Operations who has overall responsibility for TICO's Business Plan, including the components related to consumer and registrant awareness.

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Manager:	<i>R. Smart, President &amp; Chief Executive Officer</i>
Approved by:	<i>R. Smart, President &amp; Chief Executive Officer</i>
Date Approved:	<i>August 2016</i>
Review Date:	<i>January 2019</i>
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