Title:	Communications Advisor		ID: 4102
Department:	Communications Services	Reporting To:	Manager, Communication Services
Pay Grade:	8	Updated:	December 07, 2022
Range Min:	$65,096	Range Max:	$97,644

Position Summary

Reporting to the Manager, Communication Services, the Communications Advisor is skilled in strategic communications with a demonstrated ability to solve problems and capitalize on business opportunities through effective communication planning and delivery.

The Communication Advisor works to grow the REALTOR® brand and is responsible for the full spectrum of client management and communication outputs through CREB®'s owned-channels and social media platforms. The day-to-day work includes communication planning, writing, editing, content creation and measurement, all while collaborating and building relationships across the organization as the face of Communication Services.

This role is also skilled in community investment practice, government relations, external relations, and a strong belief in the power of an integrated team approach to drive outcomes and organizational value.

Responsibilities

- Supports the department with strategic communication planning and task completion related to internal and external communications, marketing communications, community investment, media relations, issues management, government relations and other areas as assigned
- Builds and manages relationships with stakeholders by acting as the point of contact as a trusted and reliable advisor. Develops communication plans that provide recommended communications responses, strategies and plans of action, to address client's business needs and to achieve company-wide business plan goals
- Manages and executes communication plans and projects. This includes content development, leveraging and assigning tasks to internal support services team to maximize the potential impact and outcome. Evaluates results and reports found in those learnings to enhance future approach and solution strategies
- Builds and implements campaigns that help grow the REALTOR® brand among housing consumers
- Provides a high level of support to events including but not limited to promotion, script writing, website development and managing creative service requests

- Delivers support to drive campaigns and other initiatives to propel the work of CREB®'s Government Relations Team (GRT), and to the work of deepening our relationship with government leaders.
- Supports operational execution of the annual community investment plan including fundraising and granting initiatives.
- Supports the planning, development, execution, and monitoring of change management communication plans and activities including communications, training, stakeholder management, business readiness analysis, and change reinforcement
- Serves as a trusted advisor to management and internal clients with line of sight to highly confidential projects and sensitive information and exercises a high degree of discretion
- Undertakes research to make informed choices about strategy and planning, which could involve a blend of primary and/or secondary research related to situation analysis, audience identification and strategy development
- Creates engaging content and key messages for a variety of channels and platforms, engaging CREB®'s audiences where they are and where they expect us to be
- Engage in regular peer review with teammates and offer constructive advice and support to improve the quality of work coming from Communication Services
- Adhere to the editorial process for the distribution of weekly publications, including CREB®Now, CREB®Talk and Brokers Bulletin
- Actively review analytics and measurement of our various communications and tools, adjusting communication tactics based on analysis of data to improve processes, tools, and engagement
- Responds to media requests for project-based campaigns, working closely with the Manager, Communication Services, and internal support services team to deliver a consistent message and voice. This work may also include writing press release and/or news advisories, backgrounders, fact sheets and other variations of media kits
- Identifies and shares with manager possible risks/impacts to the team when considering new work, practices, or policies
- Share input and contribute to the development of CREB®'s crisis communication planning, including development of issue-based key messages to support topical response
- Keeps manager informed of progress and obstacles related to ongoing tasks or projects
- Uses written or verbal status reports to ensure that manager is up-to-date and will not be surprised by the status of key activities, actual expenses, or end results
- Contribute to assessment of risks/impacts and assist in mitigation implementation
- Other duties as assigned by manager

Education Requirements

Degree/Diploma: Communications and/or Public Relations and/or Journalism

Years of Experience

5-7 years: Communications

Other Certification &/or Licenses

Additional Qualifications

Core Competencies

INTEGRITY Transparency. Accountability. Trust. Commitment.

We value INTEGRITY We build trust by having each other's backs, acting with honesty and strong guiding principles; and We are committed to always improving and delivering what we promise.

INCLUSION Diversity. Equity.

We value INCLUSION We create a socially safe environment for every individual; and We celebrate our diversity because our differences make us stronger.

COLLABORATION Openness. Cooperation.

We value COLLABORATION We work together to achieve common goals with open and honest communication; and We know teamwork is sharing our knowledge & skills, contributing to CREB®'s success.

WELLNESS Physical. Mental. Community.

We value WELLNESS We promote positivity, balance, healthiness, and happiness, and We build resilience through embracing and prioritizing the physical and mental wellbeing of ourselves, our coworkers, and our members.

FUN Joy. Laughter.

We value FUN We believe that fun creates a culture of openness and, in turn, a culture of wholeness; and We all celebrate our successes & enjoy our work.

Skills and Abilities	**Weight**
Serving as Advisor	35%

Serves as an advisor regarding technical or knowledge aspects of the role. Makes recommendations related to procedures and resources that may be needed. Has gained the respect and confidence of the people he/she advises. This is distinctly different from those whose advice fails to result in improving efficiency or avoiding pitfalls on projects and/or whose track record or ability to persuade others creates a lack of credibility and a lack of confidence in following any advice offered.

Managing Multiple Priorities	25%

Handles multiple assignments and priorities yet still fulfills all commitments. Readily accepts new responsibilities and adapts well to changes in procedures. Gives appropriate priorities to various work demands. This is quite different from those who struggle to stay focused when faced with multiple priorities; focus only on one or two job priorities while neglecting others; and/or hesitate, complain, or refuse to accept new procedures or assignments.

Quality of Work	25%

Has established a track record of producing work that is highly accurate, demonstrates attention to detail and reflects well on the organization. Is personally committed to high quality work and encourages others to have similar standards. This differs from those who cannot be relied upon to produce high quality work, pay little attention to detail, show little pride in a job well done and/or set a poor example for co-workers or direct reports.

Communication 15%

Communicates effectively and appropriately. Uses good judgment as to what to communicate to whom as well as the best way to get that accomplished. Speaks in a clear and credible manner, selecting the right tone for the situation and audience. Listens to others and allows them to make their point. This is quite different than those who tend to select the wrong means of communicating, or who communicate information to inappropriate people. It also contrasts with those whose messages are not clear or lack credibility, as well as those who demonstrate poor listening skills and are unreceptive to feedback.

Skills and Abilities - Additional Information

- Strong editing and interviewing skills
- Web and intranet savvy, familiarity with HTML and content management systems is considered an asset
- Knowledge of brand management and its relationship to organizational reputation and credibility
- Practical (hands-on) experience in one of community relations, fund development, and/or community investment
- Creative and disciplined communications problem solving
- Ability to work effectively and with humor in a deadline-driven environment
- Membership in a professional association for communicators (International Association of Business Communicators or Canadian Public Relations Society) is considered an asset

Employee Statement of Understanding

I have read and understand the job description for my position. I am able to perform all of the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations, and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards of conduct to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.