

At **CreateTO**, we are a catalyst for city building, using our expertise and innovative thinking to help the City make the best use of its real estate to pursue its diverse goals.

CreateTO is part of a new City of Toronto city-wide real estate service delivery model that centralizes all real estate activities and integrates key functions to enable better coordination and execution of real estate strategies.

The Opportunity

Reporting to the CEO, CreateTO, the **Head, Communications and Marketing** position will focus on planning, developing, creating, leading and implementing the agency's communication efforts to ensure the brand is profiled in an accurate, consistent and favourable manner. This done through five key areas: Corporate Affairs, External website and intranet, Media Relations and Social Media, Community Relations and Property Marketing.

This role is unique in that it is establishing the brand of a newly-formed agency (launched January 1, 2018) while maintaining the marketing and communications efforts for multiple real estate and development projects and initiatives. This role will collaborate with all functions within the agency and key stakeholders at the City of Toronto.

Qualifications

- Completion of post-secondary education with a degree in marketing, communications or business-related discipline or equivalent experience
- Minimum of 10 years' relevant experience in communications, business, marketing and/or public affairs in a corporate environment or government organization
- Strong leadership skills and excellent interpersonal skills and the ability to exercise good judgment, tact and discretion and work with highly confidential information in a mature and professional manner
- Experience in dealing with a variety of public stakeholders including City Councillors and City Officials and a range of real estate development stakeholders including brokers, consultants and professional advisors
- Ability to build relationships, engage and influence others, and work with diverse internal and external groups
- Previous experience in branding and marketing fundamentals, as well as experience in building campaign strategies;
- Experience in working with suppliers or external agencies and maintaining budgets to achieve set marketing communications targets;
- Experience in writing corporate materials such as brochures, publications, web site content, event scripts, speeches, stakeholder communications copy editing, as well as an understanding of social media and graphic design;
- Expert in Microsoft Office (Word, Excel, PowerPoint, Access, MS Project) and proficiency in Adobe (Acrobat, Dreamweaver, Fireworks, Illustrator, InDesign, Photoshop);
- Understanding of Web Development / Design (experience a strong asset). Excellent oral and written communication;
- A creative thinker able to develop a deep understanding of agency history and goals;
- Ability to plan and execute projects and events independently and as a member of the team;
- Excellent prioritization and analytical skills necessary for an often-changing environment;

CreateTO is committed to fostering a positive and progressive workforce. We provide equitable treatment and accommodation to ensure barrier-free employment in accordance with the Ontario Human Rights Code and Accessibility for Ontarians with Disabilities Act. Candidates can request accommodation related to the protected grounds at any stage of the hiring process.

Interested and qualified candidates are requested to send their resume and cover letter in confidence to careers@createto.ca quoting the job title in the subject line by Friday, March 16th. Only those individuals selected for an interview will be contacted. No agencies at this time please.