

Position: Public Relations and Brand Specialist

Company: CST Consultants Inc.

Industry: Financial Services

Reports to: Director, Marketing

Location: North York, Ontario

Job Summary:

The Public Relations and Brand Specialist is responsible for developing, implementing and managing all short to medium term public relations and brand initiatives for CST and ensures they are in line with the long-term strategies and objectives. They will act as the primary contact with external Public Relations contacts and will champion and develop the promotion of a strong and effective identity emphasizing the reputation of CST.

The Public Relations and Brand Specialist will also be a leader in understanding storytelling and the power of the CST brand narrative. The role will build relationships with relevant editors, influencers and brands to gain further coverage for the CST brand. Establishing and managing media relationships as well as partnership programs designed to further promote the Canadian Scholarship Trust Foundation and its subsidiaries is also required.

What's in it for you?

Below are examples of the some of the things you can take advantage of from this opportunity:

- Be part of a growing innovative company that's a leader in their industry
- Work with a highly motivated, collaborative, and fun team/work environment
- Have the right key support team members to help you succeed in your role
- Competitive salary
- RRSP Group Pension Plan with company contributions
- Above industry standard benefits that starts on your first day (no waiting period); 100% company paid
- Annual performance bonus program
- Education reimbursement program (for approved courses)
- Great vacation package, plus additional personal days, study days, volunteer days, 10 paid sick days, etc.
- Wellness Program (Ex. Gym membership, Health & Fitness Representative, and Masseur on-site, etc.)
- Employees Recognition Program
- Organization & team celebration events (ex. Summer BBQs, Team Spirit Days, Holidays...)
- Employee Assistance Program and much more!!!

Duties/Responsibilities:

- Lead Public Relations
- Assess day-to-day media environment and identify issues, trends and current events to seize opportunities for increased coverage/exposure
- Write content (e.g. press releases) for mass media or company website
- Organize initiatives and plan events or press conferences
- Liaise with media and handle requests for interviews, statements etc.
- Foster relationships with advocates and key persons to advance the CST mission
- Perform “damage control” in cases of bad publicity
- Develop effective corporate communication strategies
- Manage internal communications (memos, newsletters, etc.)
- Collaborate with marketing team to produce copy for advertisements or articles
- Assist with other duties as required

Qualifications/Requirements:

- 5+ years of public relation experience in corporate or agency
- Experience working with not-for-profit organizations is preferred
- Confident consultant with strong passion for this field
- Bachelor's degree in communications, public relations, journalism, or marketing
- Proven hands-on experience developing and executing public relations strategies and campaigns that align with the strategic marketing plan, social activity, corporate thought leadership, business strategy and brand vision
- Experience in copywriting and editing
- Excellent communication (oral and written) and presentation skills
- Fundamental understanding of the Canadian media landscape (traditional, social)
- Outstanding organizational and planning abilities
- Can work independently and still manage to keep everyone in the loop
- Previous experience working on multiple projects simultaneously in a fast-paced, deadline driven environment with last minute changes in plans and direction is required
- Great people and relationship building skills; team player; confident dealing with all levels (junior to executive)
- Flexible and adaptable; able to work in a fast-paced changing environment
- Proactive, takes initiative, and has great ability to-multi task
- Self-motivated, innovative and solutions-oriented
- Personable, energetic, positive with “can-do” attitude!

To apply please email your resume to: careers@cst.org

On your email subject line please insert: **Public Relations and Brand Specialist*



Thank you for your interest in this job opportunity. Only those selected for an interview will be contacted. We will consider your resume for other opportunities as they arise.