



TEACHERS' RETIREMENT ALLOWANCES FUND

POSITION PROFILE

Position Title: Director, Communications

Reports to: Vice President, Pensions

Overview

The Teachers' Retirement Allowances Fund (TRAF) administers the defined benefit pension plan for over 38,000 active, former and retired teachers in the public school system in Manitoba. As at December 31, 2017, the assets under our management were approximately \$6.6 billion.

Reporting to the Vice President, Pensions, the Director, Communications is responsible for all aspects of the TRAF member communication program. This includes researching, recommending, developing, implementing and evaluating various components of the communication program with the objective being to enhance the level of awareness and understanding of plan members.

Key Responsibilities

- Develop and implement the annual member communications plan based on TRAF's overall strategy and key messages
- Assess the effectiveness of communication strategies using member surveys and website analytics
- Ensure technical plan information is presented in an understandable and engaging manner, while maintaining accuracy, completeness and consistency
- Identify, recommend and implement appropriate communications targeted to various membership groups using media such as video, web, print, webinars and presentations
- Lead the development, production and distribution of written communications such as plan information booklets, newsletters, fact sheets and presentations, including writing and editing content and liaising with external design and printing firms
- Lead or assist in the development of specific member communications (letters, statements, notices, etc.)
- Manage and maintain the TRAF website and Online Services, including writing and editing content, reviewing and recommending enhanced tools
- Manage TRAF's webinar program including developing the presentations, coordinating registrations and assessing/reporting results
- Prepare and manage the communications budget
- Support the President & CEO and other staff as required in the production the TRAF's annual report
- Support the President & CEO and other executives with advice on issues management and media relations from time to time
- Develop and maintain corporate standards, style guides, etc.

Education and Experience

- Post secondary degree in English, psychology, or business as well as an additional degree or diploma in communications is desired
- Minimum five years of experience in progressively senior communications roles
- Experience in the financial services or pension industry is desired
- Extensive experience in writing and editing
- Demonstrated experience in multi-media services, including web, video and print
- Web design (UX/UI) and content management (preferably Joomla) experience
- Strong computer skills and proficiency with common communications industry software

Skills and Attributes

- Excellent written and verbal communication skills
- Proven ability to convey highly technical information in a comprehensible and straightforward manner
- Strong research, analytical and problem-solving skills
- Exceptional project management skills, detail-oriented and organized
- Ability to handle multiple priorities and meet deadlines
- Strong commitment to quality of work and accountability
- Demonstrated belief in service excellence
- Fluency in both English and French is considered an asset

TRAF offers excellent working conditions, competitive salaries and a comprehensive benefit package. Interested candidates should forward their resumes to employment@traf.mb.ca by July 27, 2018. While all applicants will be considered, only those selected for an interview will be contacted.