



## EMPLOYMENT OPPORTUNITY

**Closing Date:** 22.04.2024

### **MEDIA RELATIONS OFFICER WINNIPEG, MB**

Manitoba Hydro is consistently recognized as one of Manitoba's Top Employers!

#### **Great Benefits**

- Competitive salary and benefits package.
- Defined-benefit pension plan.
- Nine-day work cycle which normally results in every other Monday off, providing for a balanced approach to work, family life and community.

Manitoba Hydro is a leader among energy companies in North America, recognized for providing highly reliable service and exceptional customer satisfaction. Join our team of Manitoba's best as we continue to build a company that supports innovation, commitment and customer service.

Reporting to the Director, Corporate Communications, the Media Relations Officer acts as Manitoba Hydro's primary corporate spokesperson, supervises the utility's social media team, and is a member of the Corporate Communications leadership team. Responsibilities include gathering and interpreting information for timely media responses, maintaining relationships with reporters and trade journalists, preparing news releases and executive speeches, proactively pitching positive stories to media, and overseeing the development of content for Manitoba Hydro's social media channels, while contributing to other communications efforts as required.

#### **Responsibilities:**

- Research and filter information from various sources within the Corporation to develop accurate and timely responses to local, provincial, and national media on complex, as well as routine, issues and situations as the utility's primary spokesperson.
- Develop and maintain effective relationships with members of the local media and trade journalists.
- Supervise Manitoba Hydro's social media team, and guide content development in alignment with overall communication and brand objectives.
- Organize and host tours, news conferences, and other events as required. This could include events for major export customers, politicians, regulators, media, and Hydro employees.
- Assist Director in developing internal and external communication pieces, including news releases, executive speeches, articles, brochures, and other materials as appropriate, including the monthly bill insert "Energy Matters."
- Provide strategic and tactical communication advice and service to assigned client Business Units.
- Serve as part of after-hours social media 24/7 on-call rotation to respond to customers and media outlets regarding power outages and other emergency situations.
- Maintain and enhance understanding of Manitoba Hydro's issues, business, operations, and Indigenous relationships.
- Undertake research and prepare messaging maps to address current and emerging corporate reputational issues.
- Work with other divisional employees to identify communication challenges and assist in the development of appropriate strategy and materials to address them as part of the annual and ongoing communication and business planning process.

#### **Qualifications:**

- A four-year degree in Communications or Public Relations from an institute of recognized standing and a minimum of five years of progressive, directly related experience, including either journalism, media relations or corporate communications. Supervisory experience not mandatory but would be considered an asset.  
OR
- A two-year diploma in Creative Communications from an institute of recognized standing and a minimum of seven years of progressive directly related experience, including either journalism, media relations or corporate communications. Supervisory experience not mandatory but would be considered an asset.
- Must have a solid understanding of the local media landscape, along with a proven ability to understand the potential "newsworthiness" of a story or issue.
- Ability to respond effectively and judiciously to media inquiries on behalf of the corporation.

- Ability to quickly research and development messaging maps and talking points to shape media response, using input from across the Corporation to stay on message.
- Proven ability to navigate difficult questioning from media while maintaining composure and protecting Manitoba Hydro's reputation and brand position.
- Ability to determine and draft story ideas that appeal to a broad range of media, depending upon requirements or issue at hand.
- Must be comfortable working in social media and within shifting tight deadlines, while providing guidance to direct reports.
- Knowledge of current and potential future issues facing Manitoba Hydro and ability to formulate plans to assist with issues management from a media relations and social media perspective.
- Ability to assess and appropriately respond to requests from other departments for communication assistance and guidance consistent with corporate strategic objectives and annual communications plan.
- Sound knowledge of the Corporation's organizational structure, strategic goals, and communication objectives.
- Ability to turn technical information into easily understandable stories and points for broad range of audiences and evaluate and edit written material prepared by others.
- Must possess a valid Manitoba Driver's Licence.
- Must be available to participate in an "on-call rotation" as part of Manitoba Hydro social media and media response team for major outages and other emergencies.

**Salary Range**

Starting salary will be commensurate with qualifications and experience. The range for the classification is \$42.28-\$58.34 Hourly, \$81,019.90-\$111,796.10 Annually.

***Apply Now!***

Visit [www.hydro.mb.ca/careers](http://www.hydro.mb.ca/careers) to learn more about this position and to apply online. The deadline for applications is **APRIL 22, 2024**.

We thank you for your interest and will contact you if you are selected for an interview.

***This document is available in accessible formats upon request. Please let us know if you require any accommodations during the recruitment process.***

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