

POSITION DESCRIPTION

Title: Communications Analyst
Department: Communications
Immediate supervisor: Manager Communications

CORE ACCOUNTABILITY

An effective Communications Analyst works efficiently and manages time properly. Strong communication with other colleagues and the ability to work well in a team environment are crucial for this position. An effective Communications Analyst also requires attention to detail and an understanding of the different levels of literacy to be able to adapt text for each one. Given the importance of this position, excellent verbal and written communication skills in the French and English language is required.

MAJOR RESPONSIBILITIES

1. Coordinate communication projects to support the implementation of corporate, client and member communication strategies.
2. Write and simplify complex and technical concepts to make them easier to understand.
3. Research best practices that are being implemented by leading peer organizations.
4. Maintain ongoing knowledge of current communication and marketing trends and technologies.
5. Design and develop member-centric communication products that will help better engage plan members.
6. Maintain the content on the Vestcor website.
7. Coordinate corporate video conference activities.
8. Daily media monitoring and reporting activities.

COMPETENCY PROFILE

1. Bachelor's degree.
2. 5 years of experience in a related field.
3. Excellent verbal and written communication skills in French and English.
4. Excellent work ethic.
5. Strong organizational skills.
6. Proficient in Microsoft Office Suite and video conferencing technology (MS Teams, Zoom etc.).
7. Experience with InDesign, Adobe Photoshop and Illustrator applications, and exposure to the pension and investment management industry will also be considered an asset.