

Strategic Communications Manager

February 2021

Job Status: Full Time, Salaried
Reports to: VP, Corporate Affairs

SUMMARY

The Strategic Communications Manager plays a critical role in expanding and strengthening TAS's corporate profile. They are responsible for setting out and managing the hands-on execution of an integrated corporate brand and communications strategy. Our ideal candidate is an energetic, creative self-starter and natural storyteller who can think outside the box. We are looking for somebody who is passionate about city-building, urbanism and social impact. This is a unique opportunity to establish a robust communications framework at a uniquely positioned business whose operations and impact are scaling significantly.

SKILLS AND COMPETENCIES

- Post-secondary degree(s) and/or certificate(s) in a related field, with seven to ten years of experience in a similar role
- Outstanding written and verbal communications skills
- Proven creative thinker who can push the boundaries
- Extensive hands-on experience creating communications strategies and materials
- Strong interpersonal skills, able to build and maintain relationships and influence at all levels
- A great eye, with an affinity for contemporary, clean and high-impact design
- Strong skills in programs such as Adobe Creative suite, Microsoft Office suite, Wordpress and other design programs a must
- Great business acumen, with an ability to connect people/projects/ideas to advance strategic objectives
- Strong analytical skills with capacity to synthesize information/data, articulate insights, recommend and execute related plans
- Rigorous attention to detail, sound planning prioritization, organization, and execution skills
- Entrepreneurial with a high level of integrity and ownership, operates with urgency when required
- A solutions-oriented problem solver
- A team player who can also work independently
- Curious and collaborative
- Confident with an approachable and professional style
- Passionate, with a demonstrated interest in city-building and/or social impact

RESPONSIBILITIES

- Support the strategic evolution of TAS's brand positioning and visual identity
- Develop and manage an integrated brand & communications strategy, including but not limited to: online & social media; public relations; media relations; thought leadership; corporate reports and materials including presentations, pitch decks, etc.
- Manage select stakeholder engagement projects together with colleagues across functions (e.g. community-focused events and projects, investor relations etc.)
- Engage in social impact and ESG, best-practices and networks; contribute to corporate impact management, leverage the results thereof
- Act as a media representative
- Proactively organize and execute issues management monitoring, responses, and tracking
- Support select internal communications, strategy and culture engagement activities
- Recommend and manage portfolio relevant budgets
- Define success through quantitative and qualitative targets, measure and track progress
- Deepen personal understanding of TAS's strategy and culture on an ongoing basis
- Embody TAS's Culture Code - be a performance fanatic, innovative, an exceptional collaborator and committed to multipurpose impact

TAS offers a competitive compensation package including a recently enhanced group health benefits and wellness programs. **PROCESS:** Candidates should email their resume and cover letter together in one PDF document to: careers@tasdesignbuild.com quoting the position in the subject line. We thank all applicants, however only those selected for an interview will be contacted.

ABOUT: TAS is a mixed-use real estate developer that engages, designs, and invests with intent to build more inclusive, livable cities. We deliver vibrant projects that blend residential, commercial, cultural and community spaces to serve evolving needs for today and tomorrow. Impact and people are at the heart of everything we do. Founded as a custom home builder in 1983, we expanded in the early 2000s and have since delivered five major projects. Our active project pipeline now totals over 5.6 million square feet and includes unique sites across the Greater Toronto Area. We are a proud Certified B Corporation and a founding member of the SVX Social Impact Investment Platform. www.tasdesignbuild.com