

Job Description: Communications Specialist

Department: Communications
Reports to: Communications Manager
Location: Saskatoon

Job Purpose

To work with the Communications Manager to strategically develop and implement communications plans, as well as support marketing plans, that effectively reach targeted audiences, and ultimately help the organization achieve its goals.

Primary Duties and Responsibilities

- Create and implement communications plans in cooperation with manager and other team members.
- Write for a variety of vehicles for both internal and external audiences including announcements, PSAs, promotions, production, advertising creative, newsletters, brochures, backgrounders, articles, human interest stories and speeches.
- Implement production project plans including developing or writing scripts; capturing/editing visuals or working with external producers and editors; gaining clearances and permissions; drafting interview questions and conducting interviews; liaising with outside suppliers as required; coordinating Telecaster clearances as required; archiving production materials; liaising with technical crew if an event is involved; and fielding inquiries for footage.
- Implement advertising and promotion plans as required.
- Organize media conferences, write media releases, prepare spokesperson materials, and liaise with the media as required.
- Write and plan content for the Saskatchewan Lotteries web site.
- Provide communications services for lottery prize winners as required.
- Assist with research projects and activities including evaluating planning outcomes.
- Various duties as required and may include updating the web site, development of some beneficiary tools, and other communications work.

The work supports Saskatchewan Lotteries, however, some functions are organization-wide or may support specific amateur sport programs.

Knowledge, Skills, and Abilities

- Strong writing (creative and corporate), editing and proofreading skills for a variety of mediums.
- Ability to communicate key messages in a clear, engaging and appropriate manner for the intended audience and format of delivery.
- Communications planning and execution skills.
- Knowledge and skills to direct and/or execute audio, video and online production.
- Strong verbal and presentation skills.
- Good strategic and working knowledge of social media.
- Ability to build and maintain positive relationships internally and externally.
- Strong organizational skills with attention to detail.
- Ability to work under pressure.
- Energetic self-starter that enjoys a challenge and works towards positive and measureable outcomes.
- Ability to understand and develop budgets.
- Understanding of research and ability to conduct online research.
- Professional mannerism and discretion in handling confidential information and materials.
- Social media savvy with an understanding of working strategically with both traditional and social media in achieving goals.
- Good computer skills in a PC environment including word processing, photoshop, PowerPoint and Excel.
- Knowledge of web site design and maintenance, html, basic design skills, an asset.

Qualifications and Experience

- Degree in communications or related field.
- A minimum of 5 years of relevant communications experience including strategic communications planning, writing and editing, as well as production, promotion and research.
- Membership in a professional communications association.
- Working towards professional communications accreditation an asset.
- Experience with communications planning, media relations, advertising, research, and production.
- Experience developing social media strategies and content plans.

Working Conditions

- Permanent, full-time position, 37.5 hours/week. Office hours are Monday-Friday 8:30am to 5:00pm.
- Flexibility of overtime hours required for some production, event or media relations work.
- Bondable.



- Driver's license necessary and vehicle is an asset as off-site work is required.

How to Apply

Qualified applicants should send a resume and cover letter outlining your experience and how it will assist you in this position to one of the following:

Email (preferred): humanresources@sasksport.sk.ca (please note position in subject)

Fax (306)781-6021

Mail: Human Resources
Re: Communications Specialist
Sask Sport Inc.
1870 Lorne St.
Regina, SK S4P 2L7

Deadline to receive applications is Sunday, May 28, 2017.

Only those selected for an interview will be contacted. Thank-you for your interest in Sask Sport and Saskatchewan Lotteries