



## **Group Head, Communications and Public Affairs**

### **Toronto**

The Canada Infrastructure Bank (CIB) is working in partnership with governments, Indigenous communities and the private sector to invest \$35 billion in infrastructure that benefits Canadians. By attracting and leveraging private sector and institutional investment in revenue-generating infrastructure projects in the public interest, we are building a portfolio of investments in key sectors including transit, clean power, green infrastructure, trade & transportation and broadband that will foster economic growth, connect Canadians and contribute to the sustainability of infrastructure in Canada.

Reporting to the CEO and based in Toronto, the Group Head of Communications and Public Affairs is responsible for the development of the CIB's communication strategy and will contribute to the organizational strategic planning process. They will directly manage communications activities that promote, enhance, and protect the organization's brand reputation. They will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. The Group Head, Communications and Public Affairs will be responsible for the CIB's varied and integrated communications products and services including media and stakeholder relations and broader range of communications to mobilize key partners and audiences.

They will ensure that the CIB's strategic communications plan promotes the bank's objectives and commitments, and is consistent to all stakeholders (government, business partners, media, and the public).

Emphasis will be placed on candidates with a proven track record overseeing communications strategy, relationship building, industry knowledge/experience, and leadership.

### **Your responsibilities include:**

- Oversight of the CIB's communications strategy, plan, and department which includes Corporate Affairs, Government Relations, Media, and Internal/External Communications
- Work closely with leadership team to analyze programs, opportunities and issues, and interpret business context to develop and execute communications plans and issues management strategies
- Provide counsel and support to the leadership team on a range of communications requirements/issues
- Conduct meetings, provide advice, make presentations and communicate with governments, and clients/partners and industry groups to support business goals
- Develop and maintain proactive relations with federal, provincial, territorial, municipal, and indigenous representatives, media, business partners, and industry groups
- Organize and participate in external community/stakeholder events in support of the Bank's commitment to engage broadly with stakeholders to raise awareness about its role
- Manage the production and delivery of materials to be presented by Bank representatives such as briefing materials, key messages, presentations, speeches, speaking notes, publications and brochures
- Oversee the branding and communication of the corporate website, social media, and media presence



- Recognize issues and ensure risk management discipline is used to minimize reputational risk, and engage stakeholders at the appropriate time in the management of sensitive issues
- Lead, manage, and recruit a competent team of professionals, ensuring their individual contributions development are set up to succeed
- Support the Bank's commitment to transparency including public disclosure of corporate planning and reporting documents, annual public meetings, and appearances before Parliamentary bodies
- Other duties and special projects, consistent with a growing and evolving team

### **Your ideal profile**

- Bachelors degree in a related discipline (such as Public Administration, Communications, Journalism)
- Minimum 15 years of relevant experience related to government policy and administration, media relations, brand management, and issues management (preferably from a mix of both Private and Public Sectors)
- Proven track record translating broad concepts and ideas
- Experience leading/managing a team of high performing professionals
- Ability to work confidently with senior corporate executives across multiple disciplines (Finance, Legal, Strategy)
- Flexibility to anticipate, prioritize, and react in a clear and logical communication plan to changing issues and deadlines,
- Proven project and time management skills with an ability to proactively plan, prioritize and meet urgent and competing deadlines for multiple projects
- Bilingual (both oral and written) in English and French considered an asset

### Application

To apply for this position, please email your resume and cover letter to [careers@cib-bic.ca](mailto:careers@cib-bic.ca) with the Subject Line: **Group Head, Communications and Public Affairs**.

We thank you for your interest. Only those selected for further screening or an interview will be contacted.

Don't forget to follow us on [LinkedIn](#) and on Twitter [@cib\\_en](#) or [@bic\\_fra](#)

At the CIB, we are committed to diversity and equitable access to employment opportunities. If you require an accommodation for the recruitment/interview process (including alternate formats of materials, or accessible meeting rooms or other accommodation), please let us know and we will work with you to meet your needs.

For more information on our company, visit [www.cib-bic.ca](http://www.cib-bic.ca).