

Job Title	Communications Specialist
Reports To	Director, Global Communications
Department/Division	Marketing
Location	Toronto

Purpose of The Role:

Seeking a media savvy individual who is passionate about building brand awareness through targeted PR campaigns. Reporting to the Director, Global Communications you will assist in developing and executing the external communications strategy to enhance the ContractPodAi brand and increase share of voice in key markets. You will be responsible for driving media placements in business and trade media through story angle development, strategic pitching and pro-active media outreach. The successful candidate will be a results-driven, self starter with superior writing and editing skills.

Job Responsibilities
Drive the creation and distribution of press releases (new product developments, customer wins, research papers, corporate announcements), byline articles and abstracts.
Implement proactive media outreach strategies to generate coverage in business and trade media.
Monitor all media channels, create coverage reports and identify opportunities for commentary.
Assist in preparing spokespersons for interviews with key messages and briefing documents.
Research relevant industry awards, prepare and submit nominations.
Identify and secure editorial opportunities that support the global communications plan.
Support, maintain and grow relationships with journalists, analysts and influencers and oversee media lists.
Work closely with ContractPodAi’s public relations agencies to leverage campaign planning and media relations efforts.
Assist with the development of the communications strategy to produce results aligned to ContractPodAi’s business objectives.
Support issues management to protect corporate brand and reputation.
Measure the effectiveness of all programs with ROI-based metrics.
Bring a fresh, innovative perspective and stay up to date on emerging industry trends.

Core Competency Group: Communications

The Communications Specialist role is based in Toronto and requires:

Requirements
Bachelor's Degree in Communications, Public Relations or Journalism with a minimum of 5 years' experience.
Proven success in increasing share of voice, pitching story angles and executing external communications strategies that are aligned with business goals and objectives.
Exceptional verbal and written communication skills.
Ability to multi-task in a fast-paced environment.
Proficient in MS Office, media monitoring platforms and comprehensive knowledge of CP/AP style standards.
Enthusiastic, self-motivated and results-oriented.
Experience working in B2B, Legal Tech or at a scale-up an asset.

To Apply:

Forward CV to Careers@ContractPodAi.com. Please include “**Communications Specialist**” in the subject line.