



The ***Nuclear Waste Management Organization (NWMO)*** is responsible for the safe, long-term management of used nuclear fuel in Canada. The approach it is implementing, known as Adaptive Phased Management (APM), involves developing a centralized underground repository, supported by a robust social and technical research program in collaboration with Canadian universities, consultants and international waste management organizations.

Join our growing team of scientists, engineers and other professionals to work collaboratively with Canadians in implementing our management approach in a manner that safeguards people and respects the environment, now and in the future.

Digital Communications Program Lead

We are currently seeking an experienced Digital Communications Program Lead to join our energetic and fast-paced Stakeholder Relations team. Reporting to our Senior Manager, Strategic Communications at our Toronto headquarters, the successful candidate would be responsible for managing NWMO's digital communications strategies and social media presence.

General Accountabilities

1. Develop, implement, manage and continuously evolve the NWMO's digital communications strategies.
2. Establish and secure executive level support for digital communications strategies. Implement and monitor adherence to appropriate digital communications policies and procedures.
3. Actively manage projects to improve and integrate the NWMO's online properties, and provide input into ongoing improvements to NWMO Web site content and functionality.
4. Establish and maintain a strong NWMO presence on relevant social media platforms, including developing and implementing the social media strategy, guidelines, protocols and tactical plans.
5. Develop and lead implementation of plans, sometimes based on confidential information, to strategically deliver two-way communication programs to arrange of audiences using digital platforms.
6. Proactively identify emerging issues, provide strategic communications and issues advice that is aligned with corporate objectives, policies and protocols.
7. Provide oversight and guidance to content contributors within the Stakeholder Relations team and across the organization.
8. Develop and deliver training to employees on digital communications topics.

9. Develop and deliver briefings and skills workshops for external groups working with the NWMO who would like to more actively engage in social media. Depending on circumstances, this may include developing and delivering training directly, or hiring and managing an outside vendor to deliver it.
10. As an online spokesperson for NWMO, identify and interact with key online influencers (including those who support, oppose and are neutral to the NWMO's work) in a manner consistent with communications and engagement strategies. This includes creating content, crafting responses to queries and correcting misinformation through digital channels such as the NWMO web site, email and social media.
11. Create and manage editorial plans and content development for a range of digital channels, including web, social media and e-mail.
12. Use consistent proactive and reactive messages to effectively tell the NWMO story across all digital platforms, and align and integrate appropriately with offline messages.
13. Plan, research and collaborate with subject matter experts and members of the communications team to produce of written, video, graphic and other content for use in a range of platforms with emphasis on digital platforms. Ensure content is adapted appropriately for maximum effectiveness in each platform.
14. Evaluate and monitor resources required to support digital communications strategies and tactics. Proactively identify needs to adjust resources. Over time, this may include hiring, recruiting and supervising agency support, contractors or employees.
15. Manage multiple relationships with vendors, such as agencies and service providers.
16. Use analytics to measure impact and produce reports and recommendations for continuous development and improvement.
17. Keep up with trends in digital communication and develop strategies and tactics to appropriately adapt our activities to drive progress toward the NWMO's goals.
18. Contribute to the development and implementation of search engine optimization plans to drive relevant traffic to the NWMO website.
19. Contribute to overall NWMO communication strategies, crisis management plans, and other activities as required.
20. Perform other duties as required.

Qualifications:

- A 4 year university education in public relations, journalism or communications.
- Over 8 years' experience in corporate communications to develop and implement social

media strategies and plans.

- Demonstrated experience in managing social media presence, including planning, launch, content development, issue and crisis management, and analysis.
- Requires experience in issue and crisis management and online engagement on sensitive topics.
- Demonstrated experience to understand social media platforms, search engine optimization and web and social media analysis.
- Excellent organizational, planning and presentation skills and the ability to work with a broad range of stakeholders, suppliers and internal staff.
- Strong writing and editing skills for digital communications media, including web-based media.
- Requires experience in leading and managing cross-functional project teams and delivering digital content and the ability to multi-task and prioritize work schedules.

You must be eligible to work in Canada and must be able to meet security clearance requirements.

We offer a competitive base salary and comprehensive pension and health care benefits package.

The NWMO supports the principles and practices of diversity and is committed to providing a respectful, accessible, and inclusive environment for all persons with disabilities in a way that is respectful of the dignity and independence of people with disabilities and in a manner which takes into account the person's disability and embodies the principles of integration and equal opportunity. The NWMO will provide accommodation to applicants with disabilities. If you require accommodation, please **Contact Us**.

Please submit your application via e-mail by October 19, 2018 quoting **Digital Communications Program Lead** to: Employment@nwmo.ca