

DIRECTOR, COMMUNICATIONS
JOB DESCRIPTION



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DIRECTOR, COMMUNICATIONS

WELCOME LETTER



We are all OMERS

At OMERS we are committed to securing sustainable, affordable and meaningful pensions for each of our 500,000 members. Our values reflect those of our members - integrity, service, excellence and teamwork are at the core of everything we do.

And, we know that it's the unique and diverse contributions of our talented team that drive success in achieving this purpose. That's why I'm excited that you're interested in the role of Director, Communications at OMERS.

Our team is a strategic business partner acting as a primary advisor to teams that are responsible for approximately \$100 billion in net assets across the globe. Executing strategic communications for one of Canada's largest institutional investors means that you will play a key role in engaging external audiences, employees, investors and members, through traditional and digital channels.

We need someone committed to excellence, who will help develop, drive and execute a leading investment communications strategy in the UK and Europe. If you pursue this opportunity, you'll be joining a dynamic, creative and world-class communications team with a leader that is vested in your success.

I sincerely look forward to hearing from you and hope you consider joining OMERS.

Shelagh Paul
Vice President, Investment
Communications and Media
Relations



The Headlines

Title:
Director, Communications

Location:
Central London with travel

Salary:
Highly Competitive

Reporting line:
Vice President, Investment
Communications and Media
Relations

www.omers.com



*“Our members are who
we come to work for
each day.”*

Founded in 1962, OMERS is one of Canada's largest Defined Benefit pension plans, with \$97bn in net assets (as at December 31, 2018). OMERS was established as a pension plan for employees of municipal governments, school boards, libraries, police and fire services, Children's Aid Societies, and other local agencies throughout Ontario.

The OMERS pension plan has c.470,000 active and retired members and 1,000 participating employers, and is funded by contributions and investment earnings.

It employs professionals in Toronto, London, New York, Amsterdam, Luxembourg, Singapore, Sydney and other major cities across North America and Europe.

OMERS' strategy was approved in 2019 and it provides long-term strategic direction and areas of focus, as well as a set of specific priorities for the next five years. The new Strategy puts it on a path to make OMERS a sustainable, affordable and meaningful Plan, while managing challenges across the pension landscape.

OMERS combines a value-oriented, sustainability focused investment philosophy, with an active, hands-on investment capability. This brings a collaborative working ethos to life as OMERS strives to be best in class across everything it does.

More information about OMERS Private Investments can be found at omersinfrastructure.com and omersprivateequity.com.

DIRECTOR, COMMUNICATIONS

THE ROLE



Role Purpose

OMERS is one of Canada's leading pension plans, and a significant long-term investor in the U.K and Europe. The Director, Investment Communications, is a critically important new role for OMERS supporting our global strategy from our London office. The successful candidate will help OMERS become more proactive in managing internal and external Communications across the region.

Your priorities will be to develop and implement communication strategies aligned to the OMERS's priorities and objectives. To ensure all activity maximises impact and value.

You will be encouraged to think differently, to try new ways of engaging with our key audiences and stakeholders both internally and externally. Responsible for brand promotion and reputation, you will play an essential role in setting the tone and voice of the organisation, the language it uses and your measures of success.

You will report into the Vice President, Investment Communications and Media Relations whilst working closely with communications colleagues outside of the central team to join-up activity, messaging and resources to drive better results. The role will focus 70% externally and 30% internally.

Responsibilities

- Developing and directing an external communications strategy and execution that promotes the OMERS brand globally as a pension manager, investor and employer
- Continuously scanning the environment for new developments relevant to OMERS, identifying opportunities and risks, and recommending effective courses of action
- Supporting the development of the OMERS brand to a range of key audiences across:
 - Traditional media
 - Online presence
 - Social media
 - OMERS events in-person and speaking engagements
- Leveraging analytics and insights to inform future direction and activities
- Creating engaging Internal Communications content as required
- Coaching and mentoring others across OMERS to elevate our communications capability
- Remaining current on communications best practices

Skills, knowledge and experience required

Essential

The post holder will be an experienced communications professional with a track record of success at senior level, that should include:

- Demonstrable senior level professional communications experience with management experience in roles that required the development of highly effective communication strategy and content
- Strong background in communications planning with the ability to address the evolving communications landscape and the role each form of media can play
- Proven track record of success of influencing external and internal stakeholders
- Experience in marketing communications and/or Media Relations with the ability to promote and create profile for the organisation and key leaders
- Familiarity with communications design, capability to work collaboratively with design experts and use presentation technologies
- Demonstrated project management, leadership, and management skills gained through experience in managing multiple and diverse projects
- Excellent judgment and proven ability to achieve results and make decisions in changing, complex environments
- Ability to work as an effective participant in a dynamic management team environment focused on multiple priorities
- Proven ability to establish and maintain effective working relationships.

About Ellwood Atfield and next steps

Ellwood Atfield recruits for organisations that are seeking to influence their external environments. We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media audiences.

Following interviews with Ellwood Atfield, successful candidates will be invited for a first stage interview with OMERS on 11th and 12th of February 2020.

The second stage interviews will take place on 14th of February 2020.

OMERS is committed to having a workforce that reflects the communities in which we live and work. Diversity and Inclusion at OMERS means we respect and value the broadest range of experiences, geographies, gender, ethnicities and perspectives as key elements of our culture.

We are an equal opportunity employer committed to a barrier-free recruitment and selection process so please advise if you require adjustments.

Please contact Dani Brown for an initial discussion and apply for the role via the Ellwood Atfield website.



Dani has 20 years' headhunting experience.

Dani Brown specialises in senior executive, board and advisory appointments across communications, public affairs and sustainability.

Dani is part of the Leadership practice at Ellwood Atfield and handles Director level and C-Suite positions. Prior to joining Ellwood Atfield, Dani worked with Korn Ferry International and ran her own business.

OMERS