PSPP CORPORATION

Position:	**Communications Lead**
Location:	Edmonton, Alberta
Position Type:	Full-Time, Permanent
Starting Salary:	$80,000 to $95,000 plus comprehensive pension and benefits
Hours of Work:	7.25 hours per day, (36.25 hours per week)
Closing Date:	Open until a suitable candidate is found

PSPP Corporation is the Administrator of the Public Service Pension Plan (PSPP or Plan) and the Trustee of the Plan fund. PSPP is a jointly sponsored multi employer defined benefit pension plan for employees of the Government of Alberta, public agencies, and specified universities. PSPP has more than 100,000 members, 29 participating employers, and over $22 billion in assets. For more information on the Plan, please visit the Plan website.

Recruitment is for a **Communications Lead**

Reporting to the Chief Pension Officer, the Communications Lead is responsible for planning, developing, delivering, and evaluating communications that support the Public Service Pension Plan, its members, and participating employers. The role is accountable for strategic communications planning, content development, member and employer communications, digital communications, and communications effectiveness. The role ensures members and employers receive clear, accurate, and timely information that supports understanding of the value of the Plan, pension benefits, services, initiatives, and organizational priorities and provides communications support for organizational initiatives and publications as required.

Qualifications:

- Bachelor's degree in communications, journalism, commerce/marketing, English, public relations or equivalent.
- 8-10 years of progressively responsible communications experience, including experience providing strategic communications advice to senior leaders.
- Demonstrated experience leading or independently managing a communications function, communications portfolio, or strategic communications program.
- Experience providing strategic communications advice to senior leaders and supporting complex organizational priorities.
- Experience using communications design, publishing, and digital content tools (e.g., Adobe Creative Cloud) is required. Graphic design, web design, or related technical training would be an asset.

Skills, Abilities & Knowledge:

- Strong knowledge of communication, audience engagement, and public information practices
- Excellent writing skills with the ability to produce clear, complete communications independently
- Strong ability to communicate complex information clearly
- Strong judgment and ability to determine messaging without detailed direction
- Experience developing and executing communications plans and initiatives

- Strong organizational skills and ability to manage multiple priorities
- Experience with digital communications and analytics
- High attention to detail and commitment to quality
- Pension knowledge is an asset

RESPONSIBILITIES AND ACTIVITIES

Communications Strategy and Planning
- Develops and maintains PSPP's communications plan in alignment with organizational priorities.
- Provides strategic and practical advice to the Chief Pension Officer and executive team on communications approaches.
- Establishes communications priorities and recommends communications approaches to support organizational objectives, emerging issues, and member and employer needs.
- Identifies emerging issues, risks, and priorities requiring communications support and recommends appropriate responses.
- Establishes priorities and sequences communications work to ensure communications efforts are focused and delivered effectively.
- Accountable for the effectiveness and continuous improvement of member-, employer-, and Plan-related communications.

Content Development and Messaging
- Accountable for developing communications content from concept through to final product across all channels.
- Translates pension policy, legislative, and administrative information into clear, concise, and accessible communications for members and employers.
- Develops key messages, presentations, speaking notes, reports, and other materials for executive and organizational use as needed.
- Applies judgment in interpreting technical and policy information and determining appropriate messaging.
- Produces complete, publication-ready materials independently, while working with internal teams to gather input and validate accuracy.
- Develops communications materials from concept through publication, including content development, layout, design, production coordination, and final preparation for distribution through print and digital channels.
- Designs and produces communication materials using appropriate software and tools and coordinates external service providers for specialized design, production, printing, photography, or related services as required

Communications Initiatives and Campaigns
- Executes communications initiatives and campaigns aligned with established priorities.
- Manages timelines, deliverables, and outputs to ensure communications are delivered on time and to a high standard.
- Plans and delivers ongoing communications activities, including newsletters, website updates, and digital communications.
- Identifies opportunities to improve the effectiveness and reach of communications and implements adjustments as needed.

Member and Employer Communications
- Develops communications materials and messaging to support member and employer engagement, awareness, and understanding.

- Provides guidance to internal teams to support clear and consistent member and employer communications.
- Engages internal partners to gather input and context as needed to inform communications.
- Provides backup support for member and employer information sessions and engagement activities, including presentation delivery and content updates, as required.

Brand and Quality Assurance
- Ensures communications materials are clear, accurate, and aligned with PSPP's messaging and priorities.
- Supports consistency in messaging across member- and employer-facing communications through the development and application of clear content and messaging approaches.
- Provides review and input on communications materials to support quality, consistency, and alignment with organizational messaging.

Digital Communications and Website
- Develops and maintains content for PSPP's website and digital channels.
- Ensures digital content is current, accurate, and aligned with member and employer needs.
- Monitors content usage and engagement and recommends improvements to enhance clarity, usability, and effectiveness for approval.

Member and Employer Insights
- Develops and uses surveys, feedback mechanisms, and engagement data to understand member and employer experience.
- Monitors trends, feedback, and communications performance to identify strengths and areas for improvements.
- Analyzes insights to assess the effectiveness of communications and identify emerging needs.
- Recommends improvements to communications approaches and content based on insights, for approval.

Organizational Communications Support
- Leads the production of the PSPP Annual Report, including development of report themes and Chair and CEO messages, drafting, editing, review coordination, production support, and publication activities
- Provides communications support for organizational initiatives, projects, and publications.
- Develops key messages, briefing materials, presentations, and supporting communications content as required.
- Provides communications support related to sensitive or complex organizational matters as required.
- Assists in preparing responses to media or public inquiries, as directed.

Other Responsibilities
- Ensures compliance with applicable communications, legislative, and privacy requirements.
- Maintains current knowledge of communications practices, tools, and emerging trends.

Contributes to continuous improvement of communications practices within the organization.

How to Apply:
If you are interested in this position, please submit your resume and salary expectations to PSPP Corporation at recruitment@pspp.ca.

Please Note:
The successful candidate will be required to undergo a security screening as a condition of employment.

Flexible work arrangement:
This position is an in-office position working at PSPP Corporation's Edmonton office. The position has a 36.25 hours per week requirement. PSPP Corporation currently offers flexibility in scheduling work hours remaining outside of core office hours, 9:00am-3:00pm Monday to Friday.

Subject to meeting and project requirements, all PSPP Corporation staff currently have the option to work remotely Thursday, Friday and Mondays.

PSPP Corporation offers a competitive salary and a comprehensive and flexible benefit package. The position participates in the Public Service Pension Plan.

Thank you for your interest in PSPP Corporation. Only those candidates selected for interviews will be contacted.