

INDEPENDENT ELECTRICITY SYSTEM OPERATOR

General Accountabilities:

This role will have a particular focus on communications in support of IESO technical and operational activities.

Design and implement communication plans, including the development of written communications and promotional materials, speeches, reports, web copy and press releases. Assist senior communication staff in administering policies and giving advice that cover the broad field of communications activities, public affairs, and corporate relations. Work with employees, stakeholders and market participants on communications requirements, assess public and stakeholder environments and likely reactions to proposed initiatives, and translate these into communications approaches and products. Obtain approvals for plans and content of materials from appropriate employees and ensure quality control. Source, select, organize, write, review and edit communications materials for the web. Ensure that all content meet organizational standards.

Responsibilities:

1. Design and implement marketing and communication plans, including the development of written communication materials, web content mailing and press releases.
2. Assist senior communication staff in administering policies and giving advice that cover the broad field of marketing/communications activities, public affairs, and corporate relations.
3. Maintain an understanding of plans, activities and issues in key areas of the Corporation and their potential impact on the Corporation's relationships with its customers, energy industry, and the public. Maintain an awareness of latest media relations, customer, and public communications techniques, key customer service, stakeholder and public policy trends developing or being used outside the organization.
4. Identify to senior communication staff any issues arising or likely to arise from the public, customers, media, key stakeholders or within the Corporation. Recommend immediate, short and medium-term strategies, communication, actions and programs for addressing such issues with specific audiences. Ensure proactive, timely communications and monitoring of IESO initiatives that impact the customers. Help ensure customer considerations are appropriately factored into the corporate decision-making processes.
5. Review, edit and write copy for advertisements, brochures, bulletins, booklets, external newsletters, Market Participant communication products, and web based materials.

6. Support the broadcast e-mail communication process to Market Participants and other subscribers.
7. Respond to written or oral requests for information from the public, media, key stakeholders and employees and in response to articles or public statements by these groups as required within specified tight time frames.
8. Develop and maintain a network of communication and other subject matter experts, primarily in the energy management field and the wholesale electricity market.
9. Work with employees, stakeholders and market participants on communications requirements, assess public and stakeholder environments and likely reactions to proposed initiatives, and translate these into web based communications approaches and products. Obtain approvals for plans and content of materials from appropriate employees and ensure quality control.
10. Coordinate development delivery of web based communications services for specific policy and program initiatives. Implement approved communications plans. Source, select, organize, write, review and edit communications materials for the web, including posting copy through a content management system. Ensure that all content meet organizational standards.
11. Provide periodic, limited supervision over others designated to assist on certain projects/work programs.
12. Perform other duties as required.

Selection Criteria:

- Requires a knowledge of communications, business, to design and implement communication plans, including the development of written communication, marketing and promotional materials, mailing and press releases, to translate technical and/or specialized material and terminology into language that is appropriate for internal and external audiences, to source, select, organize, write, review and edit communications materials for the web and to plan, design, develop, deploy and maintain external web site(s) and Intranet site.
- This knowledge is considered to be normally acquired through the completion of four years University training in an appropriate field or by having the equivalent level.
- Requires experience gained in communications, media or public relations to acquire an understanding of effective communication techniques, planning, methods and practices.
- Requires experience in gathering, researching and preparing communications materials for internal and external audiences.
- Requires experience to maintain an understanding of plans, activities and issues in key areas of the Corporation and their potential impact on the Corporation's relationships with its public, including market participants.

- Requires familiarity with the organization, the interrelationships between departments, communication policies, strategies, and facility operational activities.
- Requires experience in the planning, development and promotion of communications plans to ensure appropriate judgment is exercised in the development and management of communication programs for the Web site.
- A period of over 6 years and up to and including 8 years is considered necessary to gain this experience.
- Requires an strong understanding of CP style and superior writing skills
- French language skills considered an asset
- Requires a strong understanding of the province's electricity sector and familiarity with technical concepts associated with managing the power grid.