



WHAT WE DO:

Support NL Housing by seeking to promote, protect and enhance the reputation of the corporation, its tenants and employees, by communicating concise, accurate information to our Minister, CEO, Board of Directors and Executive, as well as Team Leaders, employees, tenants, other government departments and agencies, stakeholders, media and the general public.

OFFERING EXPERTISE IN:

- Media and Public Relations
- Internal Communications
- Advertising/Publications
- Communications Counsel
- Event Planning
- Protection of Privacy

CORPORATE COMMUNICATIONS

MEDIA AND PUBLIC COMMUNICATIONS

- Oversees production from draft creation through distribution of communications material including press releases, speeches, presentations, tenant bulletins, advertising content, public awareness campaigns and communications plans in support of NL Housing's programs and services.
- Maintains links with local and provincial media outlets to facilitate fair and accurate coverage of NL Housing activities.
- Responds to media inquiries, prepares media statements and coordinates interviews for Minister and Executive members on Housing issues.
- Delivers NL Housing's Scholarship Program, including program promotion, advertising, processing applications, distribution of scholarships to successful candidates.
- Assists with development of communications materials for exhibitions, road shows, conferences related to social housing issues.
- Arranges for event and/or publication photography.



INTERNAL COMMUNICATIONS

- Designs, researches, writes and produces NL Housing's In House Newsletter and Newsflash – publications aimed at keeping management and employees apprised of issues/events happening within the organization.
- Delivers the Corporate Service Award Program. A program designed to celebrate employee service milestones, retirements, and special recognition award presentations.

ADVERTISING/PUBLICATIONS

- Designs and develops corporate documents and information brochures.
- Responsible for design, management and information content of corporate website, including updates and addition of links to/from site.
- Concept design, development, placement and publication of corporate advertising for tenders, job opportunities and corporate programs.
- Oversees selection, tendering/quotes, purchase and inventory of corporate promotional materials.
- Ensures visual identity compliance of corporate brand/logo for display, promotional, print and web materials, products and/or literature.

COMMUNICATIONS COUNSEL

- Advises Executive staff and senior management on strategic communications and media related issues.

EVENT PLANNING

- Coordinates planning for media events and corporate events, including guest lists, invitations, programs, event scenarios, venues, marquees, catering, sound systems and speaking materials.
- Ensures adherence to provincial, federal and/or international political protocol and Order of Precedence, where required.

PROTECTION OF PRIVACY

- The Communications Manager also doubles as the Corporate Access to Information and Protection of Privacy (ATIPP) Officer for NL Housing. Responsibilities include researching and responding to access to information requests from the media and general public.
- Counsels Executive and staff regarding privacy and access issues.

DEPARTMENT POSITIONS

Manager
Communications Officer
Public Information Officer



Housing

Manager: Jenny Bowring
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CORPORATE COMMUNICATIONS

Providing Public Relations and
Internal Communications Counsel
to NL Housing



Housing