



## Senior Advisor, Communications Position at WDBA

### Company Profile

Windsor-Detroit Bridge Authority (WDBA) offers a unique opportunity to make a lasting contribution to the largest bi-national infrastructure project in North America today – the Gordie Howe International Bridge. Join our Canadian Crown corporation in fulfilling our mandate to build and operate this new international bridge at the busiest commercial land border crossing between Canada and the US.

The Gordie Howe International Bridge project is a once-in-a-generation undertaking. Worth \$6.4 billion (CDN), the project includes the delivery of four major components: the longest cable-stayed bridge in North America, the largest Canadian and US Ports of Entry (POE) along the Canada-US border, and a new interchange creating a direct connection into the Michigan Interstate system.

### About this Opportunity

At WDBA, we value our people and their contributions in an environment of trust, support and dedication. As a member of the Corporate Affairs and External Relations team, reporting to the Manager, Communications, you will play a critical role in enhancing the organizational branding of Windsor-Detroit Bridge Authority (WDBA). The position is responsible for developing, implementing and monitoring communications and marketing plans, programs and activities to promote the image of the organization within the region and communities of Windsor and Detroit and to a variety of stakeholders. The Senior Advisor, Communications also will be responsible for ensuring WDBA compliance with the Official Languages Act and all communications and reporting associated with this responsibility.

### Position Requirements

- Bachelor's degree in Communications or related field from a recognized university
- Minimum 7 years of progressive experience in Communications
- Experience in providing strategic communications advice and recommendations to senior management
- Experience responding to media inquiries and working with the press and social media
- Experience in developing communications products both traditional and new media communications products for a variety of audiences
- Experience working with the public and stakeholders
- Strong demonstrated written and oral communication skills while ensuring tact and diplomacy
- Ability to build consensus and drive outcomes
- Sound professional judgement, initiative and the ability to work well under pressure while managing multiple priorities
- Analytical and problem-solving skills
- Strong political awareness, judgement and sensitivity
- Relationship management, as well as the ability to work independently
- Strategic thinking
- Strong attention to detail
- Ability to prepare, implement and evaluate communications plans
- Ability to draft traditional and new media based internal and external communications products
- Ability to provide communications advice and recommendations to senior management
- Intermediate Photoshop, InDesign and Adobe Premiere skills or other relevant publishing & video editing software
- Advanced MS Word, Intermediate Excel
- Advanced web and social media communications
- Excellent editing and writing skills for print and online



- Ability to obtain a [Government of Canada Personnel Screening/Security Clearance](#)
- Ability to travel within Ontario and Michigan
- Hours of work may include evenings and weekends

## Working at WDBA

Our work offers a perfect balance of reward and challenge. Here are some of the amazing advantages of being part of our team:

- Work with dedicated and collaborative colleagues on a once-in-a-generation project.
- Receive full-time employment with competitive compensation packages.
- Have the opportunity for ample growth and development, including paid training options.
- Be rewarded for being a high performer through our employee performance review program.
- Join one of our many employee-led committees, including supporting the continued development of diversity, equity and inclusion within the workplace.
- Enjoy a comprehensive health and dental package starting on your first day, including short-term and long-term disability benefits.
- Be part of a defined contribution pension plan offered with up to 9% employee/employer match.
- Discuss with your manager hybrid and flexible work options available, including a mixed remote and in-office work environment and flex-scheduling.
- Take advantage of our extensive paid time-off benefits (vacation, personal days, volunteer day, and paid statutory holidays).
- Learn how we support “disengagement” as part of our corporate culture to achieve work-life balance.
- Engage directly with our passionate and experienced leadership team.

## How to Apply

Qualified applicants may apply [HERE](#) or email their resume to [recruitment@wdbridge.com](mailto:recruitment@wdbridge.com) up to and including July 11, 2024. Please quote file #WDBA-255. Resumes must be submitted electronically and are only accepted in MS Word or PDF format. Although all applications are appreciated, only those candidates selected for an interview will be contacted.

This is a general position summary for a role vacancy at WDBA. A formalized job description or position outline is used to determine that the hiring goals and requirements for each WDBA position are achieved through a standard competition. The full position outline is provided to candidates selected to participate in the interview process and is to be accepted at the time of hire.

WDBA values talent and diversity as cornerstones of our success and is committed to creating a diverse and inclusive workforce that is reflective of our community and country. To support this commitment, we encourage applications from people of all races, ethnic origins, religions, abilities, sexual orientations, gender identities or expressions.