



Exploring a career in...

Communications and Engagement

Communications professionals plan, advise, organize, direct, and evaluate the activities of establishments and departments involved in marketing, public relations and engagement. They are employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms.



Skills

Key skills for success in this position include:

- Writing
- Verbal Communication
- Strategy
- Creativity
- Information gathering
- Social media
- Vision
- Integration
- Openness
- Cultural sensitivity
- Presentation
- Clarity



Qualifications

A wide variety of degrees that highlight communication and public relations skills are relevant to this position, such as a university degree or college diploma in:

- Communications
- Public Relations
- Journalism
- Marketing



Learn More

Want to learn more? The Canadian Job Bank offers information on wages, prospects, jobs, training requirements, and more:

[Canadian Job Bank - Communications Manager](#)

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Spotlight on...



Leanne Flood

BA (Co-op), CPRL

Senior Manager, Communications
Broadway Subway Project

Leanne is passionate about transportation infrastructure projects, with 20+ years of experience in communications.

Leanne's areas of expertise include strategic planning, creating information and engagement materials and campaigns, organizing special events, crisis communications and issues management.

 [linkedin.com/in/leannerflood2017](https://www.linkedin.com/in/leannerflood2017)



Leanne has worked widely across British Columbia on a variety of transportation initiatives from start to finish, including highways, bridges, interchanges, and public transit.



Leanne has been deployed to the Provincial Emergency Coordination Centre during the provincial state of emergency for both wildfires and the pandemic, where she knew her efforts had immediate community impact.



The part of her job she values the most is when you can see excitement and awareness building in the community as a result of outreach.



Leanne has a Professional Certificate in Public Relations and a Bachelor of Arts (Co-op) from the University of Victoria, in addition to Incident Command training from the Justice Institute of British Columbia. She also has International Association of Public Participation training in the domain of Planning for Effective Public Participation.



Being a communications professional means knowing who needs to know the information you have to share, what they need to know, and how best to reach your audiences using many different tools.



"Project websites are a great way to be transparent with project information and share key details 24/7. Taking the time to understand the people and key issues on any proposed project will position you well to engage meaningfully with the people who will be most impacted."