

## **Executive Lead - Public Engagement & Communications**

*This is an opportunity for an innovative, collaborative professional with demonstrated strategic skills to lead a team in a large, complex school board whose work is guided by the values of service excellence, equity, and sustainability. If you're interested in supporting the continuous growth and development of a fair and appropriate education system at PDSB, read on!*

The Peel District School Board (PDSB) is dedicated to the achievement and well-being of each student. Every day, staff members are privileged to serve approximately 157, 000 students in 250 schools throughout Peel District School Board, and families of communities as richly diverse and inspiring as any in the world. The new Executive Lead - Public Engagement & Communications will play a vital role in supporting PDSB's policies and operations, by identifying emerging issues, developing and implementing comprehensive communication plans, serving as spokesperson for the board on major issues and building strong, positive relationships with media.

The position has a significant focus on building and maintaining connections with staff and the diverse community in Peel and establishing mutually beneficial partnerships. Candidates will be expected to practice using equity, human rights, anti-Black racism and anti-Indigenous racism analysis.

Reporting to the Director of Education, you will manage a Department with a diverse team of over 30 professionals including communications, public engagement, media support and social media accounts. While you will interact with Board of Trustees on many occasions, your role reports to the Director of Education.

You are an outstanding communicator with senior-level administrative experience in a large educational or comparable unionized public-sector institution, or a similarly complex organization, able to motivate others and implement difficult decisions in an ambiguous, politicized environment. Persuasive, confident and collaborative, you will liaise with provincial and municipal authorities in all communication matters as appropriate, establish productive working relationships with all other Board departments, and facilitate professional development for the Executive Team and all academic and corporate leaders on communication and public engagement matters.

Peel DSB is seeking an innovative, collaborative professional with the demonstrated strategic skills to lead a high-performance team in a large, complex organization, who is accustomed to working in an environment of high accountability and public visibility, and has a strong track record of working successfully to support the organization's strategic directions. This role requires keen political acumen

to ensure the Board of Trustees benefits from insightful advice and support in their engagement and communication with the communities they serve.

The successful candidate must be deeply committed to equity, inclusion, and anti-oppression and dismantling racism and prepared to fulfill the mandate set out within The Ministry of Education's Report on the Peel District School Board released March 13, 2020. The Executive Lead-Public Engagement and Communications must possess an understanding of some of the lived experiences of communities in the Peel DSB. An active network in racialized and underserved communities and the provincial government contexts will ensure that you can be a strong advocate for the interests of the PDSB and the evolving communities it serves.

In this vital role, you will have a degree with preferred additional professional learning in equity, inclusion and human rights. You will have managerial experience, and a track record of achievement in providing effective communication and public engagement about controversial and complex organizational issues.

To be considered for this position, please send a cover letter and resume by October 23, 2020 to:

Steve Lough, JMG/LBCG Consulting for Impact  
[Steve.lough@lbcg.ca](mailto:Steve.lough@lbcg.ca)

Please specify "PDSB Executive Lead - Public Engagement & Communications Application" in the subject line of your email.



| JOAN M. GREEN & ASSOCIATES

## The Peel District School Board

The Peel District School Board is committed to equity in employment. The Board is committed to equitable hiring practices that allow it to hire qualified staff who reflect the full diversity of the Region of Peel. We will make any reasonable accommodation, based on any of the human rights protected grounds, to support candidates to participate in the hiring process.

### **Land acknowledgement**

We would like to acknowledge that the Peel District School Board's HJA Brown Education Centre is located on Treaty 13A of The Mississaugas of The Credit First Nation. We are grateful to The Mississaugas of the Credit First Nation as the caretakers of this land and recognize the benefits we receive from this land. We also acknowledge and give thanks to the First Nations, Inuit and Métis Peoples who have walked before us. This land continues to be home for First Nations, Inuit and Métis Peoples, many who are students in Peel schools.

We are all Treaty People. Treaties are promises to protect and share the land. As we all mutually benefit from this land, we must remember that we borrow

## Joan M. Green & Associates/LBCG

We are mindful of the importance of championing diversity amongst candidates. The project team is fluent in current diversity, inclusion, and anti-oppression practices. We are committed to ensuring a respectful and inclusive recruitment process.

### **Accommodation Statement:**

Joan M. Green & Associates/LBCG fosters a culture of inclusion. We will make any appropriate accommodation based on any of the protected grounds in the Human Rights Code to support candidate participation in the recruitment and selection process. All candidates will be provided with an understanding of the expectations and requirements of the process, in order to ensure full participation of all qualified candidates.

### **Together with LBCG, Joan M Green and Associates make the following acknowledgement with respect to Reconciliation with Indigenous Peoples:**

With humility and in the continuing spirit of being active participants in the reconciliation of Canada and the Indigenous Peoples of the land, we acknowledge that we are working and living on the traditional territory of many nations including the Mississaugas of the Credit River, the Anishnabeg, the Haudenosaunee and the Huron-Wendat, which today is home to many diverse First Nations, Inuit and Métis peoples. As a firm and individually, we are educating ourselves to know and understand the Truth and participating with Indigenous colleagues to play our part in advancing Reconciliation.