



Public Relations Director

Bio-economy Skills At-a-Glance



Building skills for Canada's bio-economy

About BioTalent Canada™

Helping Canada's Bio-economy thrive globally

Canada is a world leader in biotechnology—the application of living organisms to industrial, agricultural, medical and other processes and products. To maintain and build on this leadership, the sector needs highly skilled, job-ready people.

By acting as a national hub and central resource for employers, job seekers, students, educators and government agencies, BioTalent Canada helps make this happen.



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About the Bio-economy

The bio-economy involves the research, development, manufacturing and commercialization of technologies and products for such areas as:

- Agriculture
- Aquaculture
- Bioenergy
- Bioinformatics
- Bioproducts
- Biosciences
- Environment
- Food Processing
- Forestry
- Genomics
- Human and Animal Health
- Industrial
- Life Sciences
- Medical Devices
- Natural Resources
- Nanotechnology
- Nutraceuticals
- Pharmaceuticals

Components of the Bio-economy Skills At-a-Glance

The *Bio-economy Skills At-a-Glance* are built around *Key Competencies*. They are not complete *Bio-economy Skills Profiles*. They capture the key hard and soft skills required to successfully function in this position. Those key competencies require specific tasks be accomplished in order to attain the desired outcome. More often than not, those key activities are functional in nature and require the application of specific knowledge acquired by education, training or practical experience. In bio-economy companies, those functional competencies may be very broad and diversified, encompassing both scientific and business expertise. Some may refer to functional competencies as hard skills of the position.

The *Bio-economy Skills At-a-Glance* have been developed through secondary research and have NOT been validated by industry. As a result, industry feedback will be greatly appreciated. Please send any feedback to portfolios@biotalent.ca.

The *Bio-economy Skills-At-a-Glance* are useful for such activities as recruiting, professional development, coaching, self-assessment, and many other purposes.

Occupational Description

A Public Relations Director develops and directs public relations programs designed to create and maintain a favourable public image for the firm. Publications, brochures, and news releases are produced to define the corporate identity to employees, customers, and the broader community including the firm’s shareholders. The Public Relations Director would work with marketing and sales functions to ensure that promotional campaigns are compatible with the firm’s image.

Potential Professional Background and Education/Bio-economy or Relevant Experience

Education/Certification

- A university degree or college diploma in public relations, communications, journalism, or a discipline related to a particular subject matter is usually required.
- Education should include courses in advertising, business administration, public affairs, public speaking, political science, and creative and technical writing.
- Scientific background would be considered an asset.

Professional Experience

- 2 to 5 years as a public relations professional.
- Experience in advertising, advocacy, media relations and experience related to web site content are usually required.

Competencies and Tasks

A Public Relations Director must be able to:

A. Manage operations

TASKS
1. Plan and implement approved policies, procedures and programs for all areas of public relations
2. Evaluate existing programs, services, techniques, and procedures
3. Develop annual public relations budget

TASKS
4. Conduct firm’s advertising and promotions efforts to present a coherent image of the company

B. Research and prepare communications material for internal and external audiences

TASKS
1. Recommend communication strategies and programs to senior management
2. Plan subjects to be covered, produce articles, handle layout and any photographs, edit material, and arrange printing
3. Prepare press releases for announcements
4. Prepare briefs for presentation of firm’s initiatives, position on relevant issues, etc. to government and agencies
5. Prepare or assist in the preparation of speeches, presentations, or conferences made by senior executives
6. Coach firm’s executives prior to news conferences, interviews, or other public relations event

C. Manage positive media relations

TASKS
1. Initiate and maintain contact with the media
2. Arrange press coverage of company events when appropriate
3. Coordinate interviews and news conferences
4. Act as spokesperson and answer written and oral inquiries
5. Co-ordinate special publicity events and promotions for internal and external audiences

D. Manage Web site

TASKS
1. Develop web site content
2. Negotiate with vendors for web site design and hosting, as required
3. Maintain an up-to-date website

E. Monitor firm’s public image

TASKS
1. Make available newspaper, radio, and television accounts of noteworthy items of general concern to the firm

TASKS
2. Review and analyze relevant government or industry initiatives and recommend appropriate response
3. Monitor trends with potential to impact the company's business and develop recommendations for senior management
4. Cultivate and maintain ongoing relationships with external partners, including trade organizations, coalitions and other industry representatives including shareholders
5. Develop firm's crisis management public relations strategy and plan

F. Ensure firm's visibility and goodwill

TASKS
1. Represent the firm to public relations activities
2. Ensure visibility at relevant trade shows, conferences, etc
3. Manage corporate sponsorships initiatives

G. Demonstrate personal competencies

TASKS
1. Lead with confidence
2. Demonstrate teamwork
3. Exhibit sensitivity to cultural and social diversity
4. Be customer service focused
5. Work in a fast-paced environment
6. Follow company's policies and procedures
7. Demonstrate time management skills
8. Manage stress
9. Be a quick learner
10. Communicate effectively and clearly
11. Demonstrate professional attributes
12. Continuously update skills

Strong Board of Directors

The Board of Directors is composed of experts in the field of HR, CEOs, CFOs and CSOs from across Canada with extensive financial and industry experience representing companies and organizations in Canada's bio-economy. BioTalent Canada is not a membership organization and therefore relies on the guidance provided by its dedicated volunteer Board of Directors.

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