

Put your skills to work for a fast-paced PR firm with a stellar reputation – a place where you can be creative and really make a difference.

High Road Communications is an award-winning public relations agency dedicated to shaping integrated communications for technology and lifestyle companies – including some of the biggest brands in the industry. The firm serves clients across North America from offices in Toronto, Vancouver, San Francisco, Ottawa, and Montreal.

We have immediate opportunity for a Senior Consultant, Digital (3 to 5 years experience) in the Toronto office. As a member of the consulting team, you will have the opportunity to shape the online identity of some of Canada's best known organizations. You will work with High Road Communications digital strategy, creative and technical teams to develop digital communications programs – ranging from Web sites to intranets to extranets to social media strategies and other digital marketing tactics.

Key Responsibilities include:

- Serve as an expert in all digital communications channels to advance client objectives
- Develop a thorough understanding of our client's brands and communications goals
- Provide key data and analysis of new media value to clients and internal account staff
- Build relationships with online influencers to support our client relationships and pitch relevant stories to bloggers and online community leaders
- Participate in new business development efforts, including writing proposals, developing presentations and participating in 1:1 and group presentations
- Serve as day-to-day client and inter-office contact for multiple accounts, serving as an advisor and project manager
- Develop information architecture for Web sites, intranets and extranets
- Develop project plans, manage internal project resources across strategists/creative/technical employees, keep clients informed of timelines and progress, and manage against project budgets.
- Lead quality assurance processes for digital projects, ensuring quality work across all deliverables

Success in this position requires:

- 3 – 5 years of progressive work experience
- Education in communications, marketing, public relations and/or digital marketing
- Experience working in an agency environment
- Savvy with social media, blogs, social networking and digital public relations
- Experience in digital measurement an asset
- Experience in SEO and SEM an asset
- Strong project management skills; experience with project management software an asset
- Writing skills; experience in preparing presentations and responding to RFPs
- Proficient in Microsoft Office suite of programs; Microsoft Visio an asset

If you have the above qualifications, as well as a related academic background, please submit your resume to Raman Uppal, Human Resources Specialist at [careers@highroad.com](mailto:careers@highroad.com)

For more information on High Road Communications – consistently ranked as one of the best places to work in Canada – please visit our Web site at [www.highroad.com](http://www.highroad.com).