
From: Helen Ferreira-Walker [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=HELENF]
Sent: 6/26/2012 2:52:11 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; Sal Badali [Sal.Badali@odgersberndtson.ca]
CC: Amanda Bugatto [Amanda.Bugatto@odgersberndtson.ca]; Sue Mahon [Sue.Mahon@odgersberndtson.ca]; Jeff Pimentel [Jeff.Pimentel@metrolinx.com]; Fiona Loranger [Fiona.Loranger@metrolinx.com]
Subject: RE: Draft ad copy

Thanks Judy. Sal, please forward final copy and we will post on our website.

Helen

Helen Ferreira-Walker, CHRP, SHRP
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From: Judy Pfeifer
Sent: June 26, 2012 11:50 AM
To: Sal Badali
Cc: Amanda Bugatto; Sue Mahon; Helen Ferreira-Walker
Subject: RE: Draft ad copy

Here are my proposed changes

Director of Community Relations and Communications, Toronto Transit Projects, Metrolinx

An agency of the Government of Ontario, Metrolinx is charged with developing and implementing a transportation plan for the metropolitan region encompassing the cities of Toronto and Hamilton, and the regional municipalities of Durham, Halton, Peel and York.

Together with its GO Transit, Air Rail Link and Presto fare card divisions, Metrolinx's plan is in place for transportation infrastructure to support economic growth and quality of life improvements much as there was during the urban boom of the 1960s and 70s.

Reporting to the Vice President, Strategic Communications, the Director, Community Relations & Communications is responsible for providing leadership in the development, planning, directing and execution of community relations and strategic communications. The Director directs the development, implementation and enhancement of community relations plans, media relations and public education and collaboration. The Director leads and directs public and intergovernmental communications activities.

As the ideal candidate for this role, you possess a university degree in business administration, marketing or communications or have similar educational credentials. You have significant team management experience, with responsibility for developing and implementing strategic communications plans, community relations plans and stakeholder engagement strategies. In addition, you have excellent judgment and the ability to identify priorities and emerging issues. You solve problems collaboratively, creatively, and analytically. You possess political acuity, combined with a presence and the interpersonal skills to build productive relationships with community organizations and other stakeholders. While not a necessity, prior transit or transportation experience would be an asset.

To be considered for this position, please submit your resume and related information confidentially online at www.odgersberndtson.ca/en/careers/11026

From: Sal Badali [<mailto:Sal.Badali@odgersberndtson.ca>]

Sent: Tuesday, June 26, 2012 10:19 AM

To: Judy Pfeifer

Cc: Amanda Bugatto; Sue Mahon; Helen Ferreira-Walker

Subject: Draft ad copy

Judy, thank you for the meeting on Friday. I appreciate the opportunity to work with you.

I promised to draft an ad which could be placed on your site, as well as ours. It is attached for your review and approval.

We're now preparing a Briefing Document for potential candidates and will have it over this week. In the interim, we are beginning to look for suitable candidates. Also, we received the CVs you sent yesterday.

Hope all is well.

Cheers

Sal

Salvatore M. Badali

Partner

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