

## CAREER PROFILE

# SENIOR PUBLIC RELATIONS SPECIALIST

**Name:** Tyler Dunn  
**Employer:** PotashCorp - Saskatoon  
**Education:** B.Comm. Marketing



**DETAILS OF THE JOB:** Working in Public Relations, Tyler is responsible for developing and enhancing the company's public image and brand throughout internal and external communications. With global population expected to grow to over 9 billion people by 2050, the company plays an integral role in developing the nutrients to grow food. Marketing strategies and materials developed by Tyler raise awareness of the company's role in global food security.

**A TYPICAL DAY:** Every day is different! "One day I can be using my creative side to work with an ad agency to develop a campaign, other days I'm using my analytical side to compose a survey." The company operates in many communities; each one with different marketing needs. "I get frequent calls from publications offering advertising opportunities. I have to evaluate whether these opportunities fit our budget and communication goals."

### SKILLS NEEDED:

- Keep up with trends in new media, technology, and even pop culture
- Highly organized to keep track of many moving parts
- Have a creative mind
- Enjoy working with many different people and personalities, both within and outside the company

**COMMENT:** "The mining industry requires a tremendous amount of marketing and communication. I love the diversity of projects I get to work on with many different people."

"Being a global company, I get to learn about many different cultures, challenges, and opportunities that exist worldwide. Ours is a really interesting business, constantly changing, with a tremendous growth potential. I love being a part of the action."

**WHERE CAN I GO TO GET AN EDUCATION?** U. of Regina, U. of Saskatchewan, Great Plains College (transfer), Saskatchewan Polytechnic

**HELPFUL HIGH SCHOOL COURSES:** Arts Education 10/20/30, Visual Arts 10/20/30, Photography, Communication Studies 20, Journalism Studies 20, Media Studies 20, English Language Arts 30

**NOC: 0124**

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