

Barbara Joy Kinsella

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I am a dynamic, goal oriented communications professional with ten years of strategic communications and marketing, public relations, issues management and stakeholder relations experience.

Work Experience

Senior Advisor, Economic Development

September 2008 - August 2009

Office of the Minister of Economic Development, Government of Ontario

Duties:

- ♦ Managed a team of fifteen policy, strategic communications and marketing staff responsible for \$1.8 billion government and business innovation fund
- ♦ Responsibility for domestic economic policy development, related communications strategies, and marketing programs
- ♦ Researched and planned strategic policy initiatives
- ♦ Managed internal and external stakeholder relationships
- ♦ Provided strategic advice and analysis regarding the economic development mandate to the executive leadership
- ♦ Responsibility for advancing specific files: pharmaceuticals industry, steel sector, manufacturing sector, forestry, natural resources, national and interprovincial trade, and the regulatory framework that affects business in Ontario

Senior Advisor, Aboriginal Affairs

January 2007 - September 2008

Office of Minister of Aboriginal Affairs, Government of Ontario

Duties:

- ♦ Lead government strategy to improve relationships with First Nations leaders and communities
- ♦ Responsibility for building and strengthening social and economic relationships with local, provincial and national First Nations leaders and communities
- ♦ Managed improved government consultation processes with First Nations, including energy, environment, mining, land claims and infrastructure
- ♦ Provided the executive leadership with detailed policy briefings including analysis and strategic advice
- ♦ Provided strategic advice to the executive leadership including issues and communications planning
- ♦ Lead communications and issues management teams consisting of researchers, writers, communications assistants, legislative affairs staff and a media relations team

Assistant Director, Issues Management - Legislative Affairs

January 2004 – January 2007

Office of the Premier of Ontario

Duties:

- ♦ Directed the daily activities of a team of twenty six issues managers and associated government staff
- ♦ Managed all freedom of information requests and responses for the Office of the Premier, and provided oversight for all freedom of information requests to the Government of Ontario
- ♦ Identified emerging issues and trends
- ♦ Responsibility for daily analysis of all contentious issues in the province of Ontario
- ♦ Wrote and edited quick response strategies for emerging and ongoing issues
- ♦ Wrote and edited daily key messages for the Premier of Ontario
- ♦ Prepared daily briefing notes for Question Period for the Premier of Ontario
- ♦ Provided communications direction to planners and policy advisors across government
- ♦ Monitored ministry budget accountability and transparency
- ♦ Oversight of allocation and fulfilment of marketing and communications budgets
- ♦ Developed and provided oversight in the implementation of communications and marketing strategies for a portfolio of fourteen ministries, including: environment, municipal affairs, infrastructure, natural resources, energy, mining, aboriginal affairs, attorney general, community and social services, children and youth services, community safety, francophone affairs, citizenship, and culture

Skills

- ♦ More than ten years of experience honing expert level writing and editing of all marketing and communications products including: press releases, speaking notes, briefing notes, issues management plans, communications plans and content for print and web materials
- ♦ Extensive print, radio and television media relations expertise
- ♦ Over a decade of public relations experience
- ♦ Excellent working knowledge of freedom of information legislation and privacy legislation
- ♦ Comprehensive quick response experience
- ♦ Advanced computer skills, including, Microsoft Windows 2000, XP Pro and Vista, Office 97 through 2007, various content management systems
- ♦ Expert social media marketing experience, including, the deployment of media relations and marketing programs on Facebook, Twitter, You Tube, Vimeo, Flickr, Ning, Yammer and Bebo,
- ♦ French language skills, including university level studies

Education

Lakehead University, Thunder Bay, Ontario

Bachelor of Arts, Political Science, Graduation 1997

University of Windsor, Windsor, Ontario

General study, core business courses, 1997 – 1998

Personal Interests

I enjoy staying fit walking my two crazy dogs along the beautiful trails on the North Shore with my husband. I am a voracious reader, love to travel, and spend time with family and friends.

Previous work experience and references available on request.