

# Stuart T. Oakley

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## Summary of Qualifications

A creative, collaborative award-winning resourceful communications professional with more than 20 years of diversified communications experience. Key capabilities include the ability to develop communication strategies and programs that clearly communicate business strategy to stakeholders. Provides intuitive and practical communications advice to executives and develops integrated communications tactical programs that efficiently leverage available resources. Possesses excellent writing and creative skills including critical project management and special events management. Has developed a high degree of expertise in the areas of:

**\* Strategic Communications \* Problem-solving \* Social Media \* Media Management**

A focused individual who thinks strategically, acts decisively, and thrives on challenge.

## Professional Achievements

- Written more than 700 articles designed to improve search engine optimization. Many of these articles have been published on a variety of websites.
- Managed the development and implementation of strategic communications for clients (580 schools, 20 superintendents of education, program support and major system-wide initiatives) leading to successful launch of new Elementary Academies at the Toronto District School Board
- Developed a strategy and approach to improve communications by engaging key communications stakeholders – defining and implementing effective processes and appropriate measurements – improving the execution of tactical elements through social media and other online content
- Successfully led a team to effectively interpret corporate goals and objectives and deliver appropriate messages through current communication tactics including presentations, speaking notes, key message documents, issues notes, media materials, Twitter, Youtube and facebook
- Developed a communication strategy for key Board services and business units with more than 40,000 staff aligned to TDSB strategic directions
- Provided strategic advice and issues management counsel to senior executives and elected trustees with the goal to engage stakeholders –particularly employees and community members – and build commitment to organizational change and Board strategic directions
- Executed tactical communication elements including employee newsletters, webcast videos, intranet communications, as well as executive presentations and speaking notes for external and internal events including government high profile events
- Managed employee communications including developing internal communication channels, policies and approval processes, measuring existing programs and creating new employee communication programs

- Introduced strategic messaging to improve understanding of school board priorities
- Developed strategic communications materials including school communications toolkits, articles for internal and external publications, web materials, presentations, speeches, and speaking notes, Issues notes, marketing materials, media releases and backgrounders
- Organized varied , high profile, special events including Hamilton's first Education Summit
- Created and implemented proactive communication plans for crisis and issues management including media alert strategy for trustees, disaster communication plan following tornado damage at a school
- Created and implemented the Board's first Parent Involvement Committee. This work resulted in the first ever gathering of the City's diverse communities in support of improving public education for newcomers.
- Managed media relations, both reactive and proactive, that lead to increased positive exposure for organizations
- Re-branded corporate website
- Published multiple cover stories in national trade health care magazine
- Developed community television program as key positioning and public health awareness campaign

### **Employment History**

- 2007 – 2012** Toronto District School Board  
**Manager, Strategic Communications**
- 2004 – 2007** Hamilton-Wentworth District School Board  
**Public Relations Officer**
- 1999 – 2004** William Osler Health Centre (acute care multi-site hospital)  
**Media Manager**
- 1995 – 1999** West Park Hospital (rehabilitation and complex continuing care)  
**Public Relations Assistant**
- 1990-1995** Zurich Canada (Property/Casualty insurance)  
**Communications Specialist**

### **Education**

- Bachelor of Arts, Political Science Degree Concordia University, Montreal, Quebec 1990
- Fundamentals of written Communication, University of Toronto, 1998
- Web site implementation and management, University of Toronto, 1998

### **Affiliations and other interests**

International Association of Business Communicators (IABC)

Model Aeronautics Association of Canada (M.A.A.C.)

Brant Flyers