

This Is The Job: Risk Mitigation & Crisis Communications Specialist

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Risk Mitigation & Crisis Communications Specialist?

We're seasoned professionals who help organizations anticipate, prepare for, and navigate potential crises. Our expertise lies in protecting a brand's reputation and restoring trust during hard times.

This is what they do most days

I assess...

Considering all factors, I anticipate potential crises and develop strategies to minimize their impact.

I plan...

I develop robust crisis communication plans to ensure swift and coordinated responses in times of crisis.

I communicate...

I craft clear and empathetic messaging and provide quick and accurate updates to stakeholders.

In their own words:

“ In PR no two days are the same. From developing captivating ideas that stop consumers in their tracks to, to helping clients navigate crises, every day brings a new opportunity to shape the brands we love.”
- Danna B.

Explore some of the skills you'll need.

- ✓ Ability to identify and assess potential risks and impact
- ✓ Strategic and critical thinking ability
- ✓ Excellent oral and written communications
- ✓ Understanding of media dynamics and relations
- ✓ Ability to thrive in fast-paced environments

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org