## www.acareerinmining.ca

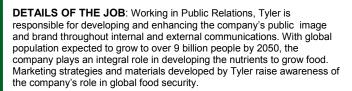
**Potash** 

## SENIOR PUBLIC RELATIONS SPECIALIST

Name: Tyler Dunn

Employer: PotashCorp - Saskatoon

Education: B.Comm. Marketing



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

