

# Media Release



## FOR IMMEDIATE RELEASE

June 19, 2020

### RE: Superintendent announces director of communications

Rocky View Schools' (RVS) Superintendent of Schools Greg Luterbach is pleased to announce the appointment of Tara de Weerd as director of communications, effective July 14, 2020.



“With 16 years of experience in the field of communications, Tara is known for building solid relationships with employees, government, media, key influencers and community members,” said Luterbach. “This strength, coupled with a background in providing strategic, innovative and high-touch communications will help ensure Rocky View Schools continues to maintain a positive reputation. I extend my congratulations to Tara and look forward to introducing her to our jurisdiction this summer.”

De Weerd arrives in RVS from the Alberta Electric System Operator (AESO), where she served as manager of communications since 2017. Rising up through the organization’s ranks from communications advisor in 2009 to corporate communications team lead in 2015, her tenure with AESO has included providing advice to senior leaders, making presentations to international business developers and investors, and leading a team of 10 communication professionals in the areas of stakeholder engagement, issues management and employee, media and government relations. With the non-profit, De Weerd also gained considerable experience executing website and digital strategies, as well as managing brand design and crisis response.

De Weerd’s experience in the field also includes a stint with Suncor Energy, where she helped manage the reputation of the oil sands giant following the merger of Suncor and Petro Canada, and with National Public Relations Inc., as a consultant leading a wide variety of advertising and media campaigns, special events, branding and other communication initiatives.

De Weerd holds a Bachelor of Applied Communications specializing in public relations from Mount Royal University and has completed several courses towards a Certificate for Emerging Leaders from the University of Calgary.

“On behalf of the board of trustees, I extend our congratulations to Tara on being appointed as our new director of communications,” said Board Chair Fiona Gilbert. “We look forward to working with her later this summer.”

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