

DEVON ATHERTON

DIRECTOR OF PROJECTS, WILLOW-BRIDGE
COMMUNITY SERVICES.



INTRODUCTION

- DEVON ATHERTON IS A CANADIAN PROFESSIONAL LEADER IN PROJECT MANAGEMENT AND COMMUNICATIONS.
- CURRENTLY SERVING AS DIRECTOR OF PROJECTS AT WILLOW-BRIDGE COMMUNITY SERVICES.
- HAS STRONG EXPERIENCE IN BOTH COMMUNITY ORGANIZATIONS AND GOVERNMENT SECTORS.

ROLES AT WILLOWBRIDGE



Director of Projects (2025 – present)

Communications & Project Manager (2020 – 2025)

Communications Coordinator / Executive Assistant (2018 – 2020)

PREVIOUS EXPERIENCE

Communications Advisor – Agriculture and Agri-Food Canada.

Social Media Officer-Department of National Defense.

Development Specialist – Center for Public Health and Ecosystems Research.

EDUCATION

- **MASTER OF ARTS – YORKVILLE UNIVERSITY.**
- **BACHELOR'S DEGREE IN PUBLIC AFFAIRS & POLICY MANAGEMENT AND NEUROSCIENCE & MENTAL HEALTH – CARLETON UNIVERSITY.**



STRENGTHS AND ACHIEVEMENTS



- SKILLED IN PROJECT MANAGEMENT AND COMMUNICATIONS LEADERSHIP.
- EXPERIENCE ACROSS DIVERSE SECTORS: COMMUNITY, GOVERNMENT, AND DEFENSE.
- PASSION FOR CONNECTING COMMUNITY SERVICES WITH PUBLIC POLICY.

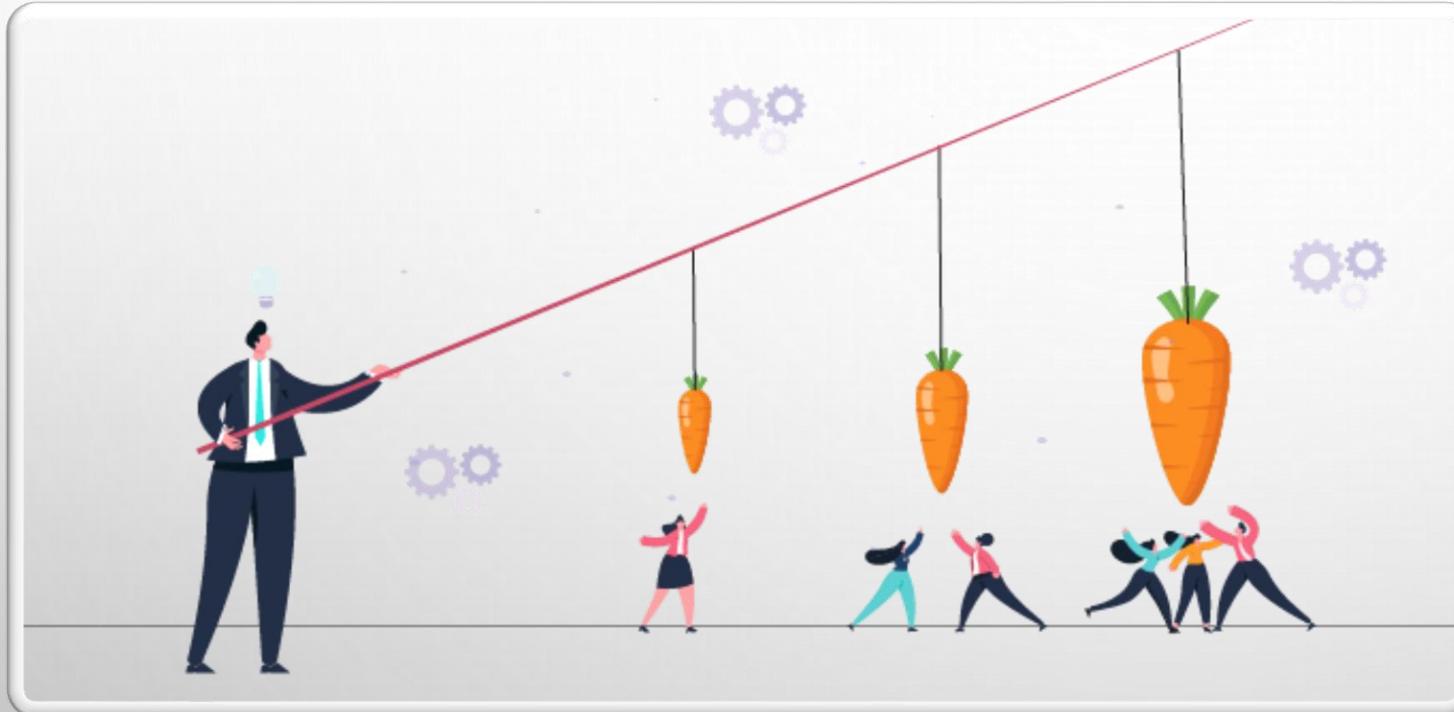
FROM CAREER TO INSIGHTS

INTERVIEW WITH DEVON ATHERTON



- AFTER REVIEWING HER PROFESSIONAL PATH, HERE ARE THE KEY INSIGHTS DEVON SHARED DURING OUR INTERVIEW.

LEADERSHIP STYLE



- **COLLABORATIVE & LAID-BACK WITH INTERNAL TEAMS.**
- **DIRECTIVE & GOAL-ORIENTED WITH EXTERNAL CONSULTANTS.**
- **KEY PHRASE: (DIFFERENT STYLES FOR DIFFERENT CONTEXTS).**

PROJECTS & RESPONSIBILITIES

LEADING TWO MAJOR INITIATIVES:

PROVINCE-WIDE GENDER-BASED VIOLENCE PREVENTION PROJECT (ONTARIO-FUNDED).

LARGE INFRASTRUCTURE PROJECT UNITING 12 PROVIDERS.

ALSO DIRECTOR OF COMMUNICATIONS & DEVELOPMENT (STRATEGY, GRANTS, FUNDRAISING).

WORKPLACE CULTURE



Mission-driven organization.



**Innovative, creative, and
collaborative.**



**Staff are passionate, motivated, and
idea-oriented.**

TEAM INCLUSION



CO-DEVELOPING
WORK PLANS WITH
STAFF.



FREQUENT
MEETINGS & OPEN
COMMUNICATION.



ENCOURAGING
OWNERSHIP AND
ACCOUNTABILITY.



PIZ

COMMUNICATION CHALLENGES

- TENSION WITH FUNDERS (WHO SET CONDITIONS).
- DIFFICULTY ADVOCATING WHEN FUNDING IS LIMITED.
- HIGH-RISK CRISIS COMMUNICATION IN THE COMMUNITY.
- SOLUTION: COLLABORATE WITH PROVINCIAL NETWORKS FOR COLLECTIVE ADVOCACY.



SOCIAL MEDIA USE

- ❖ ACTIVE ON: INSTAGRAM, FACEBOOK, LINKEDIN, YOUTUBE.
- ❖ EXPLORING TIKTOK AS ENGAGEMENT SHIFTS.
- ❖ RECOGNIZES CHANGING DIGITAL TRENDS.



LESSONS LEARNED



Importance of continuous skill updating.



Communications tech/platforms change every 3 years.



Adaptability is crucial for long-term success.



ADVICE TO STUDENTS

- ❖ **ENTRY-LEVEL ROLES**
DEMAND BROAD SKILLS:
WRITING, DESIGN, VIDEO,
PHOTOGRAPHY, SOCIAL
MEDIA.
- ❖ **BROADEN YOUR TOOLKIT**
EVEN IF YOU HAVE A
PREFERRED SPECIALTY.

OUR IMPRESSION AFTER THE INTERVIEW



In communications, nothing stays the same.

Every three years, the tools you use will be obsolete, so you must always keep learning.



Be ready to wear many hats. Writing, design, video, photography, socials

Build your skills to open the doors.



Passion drives innovation.

When people believe in the mission, they bring creativity and energy that transform an organization

PREPARED BY:

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**NIAGARA COLLEGE, GRADUATE
PROGRAM IN PUBLIC RELATIONS.**