

Job Posting: #2021-31

Job Title: Communications Coordinator

Department: Strategic Initiatives

Reports To: Manager, Strategic Initiatives

Directly Supervises: Communications Student

Indirectly Supervises: None

Hours per Week: 35

Salary Range: \$56,439 to \$68,601

Application Due Date: July 26, 2021

Role Summary

Reporting to the Manager of Strategic Initiatives, this position is responsible for providing the day to day leadership and coordination of all Municipal communications including writing and editing of: press releases, web site content, social media posts, video communications, printed materials, newspaper advertisements, and public and media responses. The position is responsible for public relations, communication plans and engagement strategies on behalf of the Municipality.

Role Specific Duties and Responsibilities

Coordination and Leadership:

1. Supports the Manager of Strategic Initiatives in developing strong internal and external communication strategies and implementing proactive communication planning and training activities across the organization.
2. Manages, develops and implements new/revised policies and procedures for the Municipality related to all areas of Communications, including digital and social media.
3. Acts as back-up to the Manager of Strategic Initiatives as the Municipality's Emergency Communications Officer, supporting communications activities during emergencies.
4. Provides day-to-day supervision of the seasonal Communications Assistant.

Communications:

1. Researches, compiles, produces and edits corporate public information and communications that represent the Municipality and/or the Mayor, which includes press releases, speeches, newsletters, brochures, reports, strategic plans, correspondence and other literature to communicate and increase understanding of municipal-wide issues and to encourage community participation; organizes and distributes these materials to government, community, business and educational groups.
2. Receives media inquiries and directs media to the Mayor, CAO or Department

- Head as required, as well as supports in the provision of key messaging.
3. Coordinates with the Marketing and Special Events Coordinator in the preparation and publishing of key marketing, promotional and information materials, including assisting in the production of print material, photography, audio-visual presentations, exhibits and promotional displays.
 4. Assists in ensuring that the information presented to the media will meet the communication goals, is consistent and accurate, and that the appropriate media contacts are made.
 5. Interact with area municipalities on a requested/as needed basis with respect to media and public service announcements, sharing of information and collaboration as required.

Meaford.ca

1. Writes and manages content for Meaford.ca.
2. Conducts daily and monthly content reviews of website to ensure content and material is relevant, consistent and up to date.
3. Proactively solicits feedback from staff and content providers to identify opportunities for website improvements, enhancements and upgrades and ensure the content is current.
4. Optimizes and tags website content to increase rankings in search engines
5. Creates and maintains a website procedures manual for content managers to ensure operational efficiency, consistency and customer service requirements are adhered to.
6. Researches, makes recommendations and implements enhancements to improve website usability and compliance with Accessibility for Ontarians with Disabilities Act (AODA).
7. Monitors web traffic and statistics, reporting results as required.
8. Collaborates with Assets and Technology Services to integrate new platforms into website to ensure seamless access and experience for users (GIS maps, online payments, etc.).

Online Public Engagement Platform

1. Creates, develops and implements dynamic online programs to inform, educate and engage (solicit feedback from) the public on current Municipal projects, programs, services and initiatives.

2. Works collaboratively with appropriate staff and departments on projects that require consultation (new developments, capital projects, plans, studies, policies, etc.)
3. Manages, engages and grows public participation on the municipal webpage.
4. Makes recommendations on appropriate engagement tools and strategies based on scope, timelines and goals of project.
5. Provides project reports, analysis, measurements to project leads in order to evaluate overall effectiveness of engagement strategies.

Digital Communications

1. Investigates, researches and recommends interactive, leading digital applications to help increase the Municipality's online and engagement strategies, i.e., livestreams, videos, audio/podcasts, smart apps.
2. Produces and edits videos, including Mayors messages, Council and Committee recordings, public engagement meetings, promotional and educational videos, using editing software for distribution on web and social media channels.
3. Proactively identifies, troubleshoots, and resolves complex digital communications issues.
4. Provides reports, analysis, measurements and analytics in order to evaluate overall effectiveness of engagement strategies.
5. Other duties as assigned.

Required Certifications and/or Health and Safety Requirements

- Valid Class 'G' Driver's Licence in good standing and a reliable vehicle for corporate business

Education, Skills and Experience

1. Degree/Diploma in Communications or Public Relations or equivalent combination of education and experience.
2. Three (3) years' related experience preferably in a municipal environment
3. Knowledge of communication practices and theory, including strategic communications, issues management, media relations, internal communications best practices and traditional and digital media.
4. Exceptional skills in communication (written, oral and interpersonal), organizational, public relations, customer service and time management is an asset.

5. Experience with event management, public speaking, media relations, marketing and advertising is an asset.
6. Working knowledge of local government functions and responsibilities, and the policies and customs of Council, Committees and their relationship with staff and external contacts is an asset.
7. Ability to maintain confidentiality, exercise tact and diplomacy, work independently with minimal supervision.
8. Ability to apply sound judgment in decision-making when dealing with sensitive situations, and represent the Municipality effectively.
9. Proficient using Microsoft Office applications (Word, Outlook, Excel, and PowerPoint).
10. Strong analytical, report-writing, problem-solving, public relations and organizational skills is an asset.
11. Ability to develop material, facilitate presentations and present information sessions for staff and Council.
12. Ability to deliver a high standard of customer service while responding to enquiries and resolving complaints from the public, Council, and government ministries.
13. Ability to demonstrate tact and discretion in handling matters of a confidential or politically sensitive nature, and to maintain confidentiality.
14. Experience with HTML and web CMS.
15. Experience with Adobe Creative Suite – Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Adobe Premiere.
16. Understanding of Search Engine Optimization and strategies, techniques and best practices.
17. Knowledge and application of CAN-SPAM, MFIPPA and PIPEDA legislation.
18. Superior organization, time management and planning skills.
19. Self-starter with ability to work independently and within teams that are cross-organization.
20. Ability to train, teach and consult technical and non-technical users in online applications, social media platforms and relevant legislation.

Physical Demands and Working Conditions

- Physical demand requires sitting and extensive computer usage and concentration in an office environment with exposure to public conflict and criticism.
- Regular hours of work are Monday to Friday 8:30 am to 4:30 pm.

Contacts and Interactions

- Incumbent communicates regularly with Municipal staff, consultants, and government agencies.

Applicant Information

Interested qualified applicants are invited to forward their cover letter and resume quoting Job #2021-31 by July 26, 2021 to:

jobs@meaford.ca

Attention: Human Resources

The Municipality of Meaford is committed to providing a barrier-free workplace. If accommodation is required during the selection or interview process, it will be available upon request.

We thank all applicants for their interest, however only those selected for an interview will be contacted.

Personal Information is collected under the authority of the Municipal Act for the purpose of candidate selection, and all information will be stored and used in accordance with the Municipal Freedom of Information and Protection of Privacy Act. For further information about this data collection, please contact jobs@meaford.ca.