

EXTERNAL POSTING



THE UNITED COUNTIES OF LEEDS AND GRENVILLE

Administration Division Invites applications for the position of:

Communications Coordinator

Permanent Full-Time

Start Date: TBD

2023 Salary Grid 6: \$36.54 – \$43.51

Location: Brockville, Ontario

POSITION SUMMARY:

Reporting to the County Clerk/Manager of Legislative Services, this position will work to implement the Counties' Corporate Communication Strategy to support and ensure responsive, effective, accountable and transparent two-way engagement both internally and with external stakeholders. The Communications Coordinator will develop initiatives and content and successfully reach different audiences through various forms of media. The position researches, compiles, writes and/or edits information materials including new releases, newsletters, promotional materials, and digital content and works with senior management to prepare and provide input into departmental communications plans. The Communications Coordinator will prioritize planning, strategies, and initiatives that support effective and coordinated communications within the Counties and externally with residents, local and partner municipalities and other stakeholders.

QUALIFICATIONS:

Education, Certification & Licenses

Post-Secondary Degree/Diploma in Communications, Public Relations, or Business with relevant concentration, or an equivalent combination of education and experience.

Experience

- 1-3 years' experience related to public relations.

COMPETITION:	ADM-23-169 (Communications Coordinator, PFT)
POSTING DATE:	September 13, 2023 (4:00 pm)
CLOSING DATE:	September 24, 2023 (7:00 am)



- Considerable knowledge of principles and techniques of communications work, including management, public engagement, and media relations.
- Experience developing and writing a variety of communication materials for diverse audiences including speech writing.
- Municipal, provincial, federal government or other public sector communications experience considered an asset.

Knowledge Skills & Abilities

- Demonstrated advanced proficiency with various social media platforms, and other web-based mediums including content management.
- Exceptional interpersonal and relationship skills, both written and verbal. Ability to establish and maintain relationships with individuals at all levels of the organization.
- Ability to work well under pressure, manage multiple assignments while meeting deadlines and complete tasks with a high degree of accuracy.
- Able to respond and adapt to changing trends and opportunities.
- Highly Proficient in Microsoft Office Suite (Word, Excel and Outlook), and Graphic Design Tools (Adobe Suite, Photoshop).
- Photography and/or videography skills including content editing, considered an asset.

KEY POSITION RESPONSIBILITIES:

- Implement the Corporate Communication Strategy with the objectives of ensuring a knowledgeable and engaged workforce and strengthened relationships with local and partner municipalities, residents and other external stakeholders.
- Conduct surveys and focus groups to inform communications planning, evaluate effectiveness of strategies and to measure staff engagement with information and mediums.
- Have a pulse on workforce engagement and stay abreast of workplace initiatives; make recommendations to Directors as indicated.

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- Advise senior leaders on the communication facets of change management plans.
- Develop branding for internal communications.
- Assist peers in other departments responsible for communications content and releases.
- Assist in development and implementation of communication strategies for community awareness of Counties programs, services, initiatives, in conjunction with senior management.
- Support the creation of content for the Counties website, social media and intranet platforms in consultation with relevant departments.
- Analyze web and social media statistics to achieve maximum reach.
- Ensure accessibility of information to increase the capacity to connect and grow community awareness and engagement.
- Assist in communication and delivery of relevant Counties' activities and events as required.
- Organize and oversee special media events throughout the Counties, as required.
- Develop high-quality, public news releases and other written municipal communications, including speeches, media releases and advisories.
- Act as the Counties Emergency Information Officer.
- Stay current on issues impacting residents, property owners, staff and members of council in order to provide time-sensitive advice to elected officials and staff.
- Focus on direct communication as well as creating and improving channels for two-way communication.
- Build upon the Counties' brand and facilitate brand management.
- Other related duties, as requested and required.

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LEGISLATIVE REQUIREMENTS:

- Performs the responsibilities of the position within the legislative and regulatory standards set out in the applicable Federal and Provincial Legislation; Municipal Acts, By-Laws and Operational and Human Resource policies and codes of the United Counties of Leeds and Grenville.
- Ensures a high level of respect for confidentiality for both the organization as a whole and staff as per the *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)*.
- Ensure communications meet accessibility standards under the *Accessibility for Ontarians with Disabilities Act ODA*.
- Protects own health and health and safety of others by adopting safe work practices, reporting unsafe conditions immediately, and attending all relevant in-services regarding occupational health and safety. Follows all guidelines for employees and employers as legislated under the Ontario Health and Safety Act.
- As set out in the United Counties of Leeds and Grenville's Emergency Plan, perform duties upon the declaration of an emergency.

PHYSICAL SKILLS:

- Position requires considerable visual and auditory attention with attention to detail.
- Regular use of office equipment and some coordination and speed required

WORKING CONDITIONS:

- Mostly inside work, working in an office environment; occasional work outdoors.
- Work may involve occasional interruptions to respond to demands.
- Work outside of normal business hours to meet organizational needs as required (minimal).
- Infrequent overnight trips for training.
- 35-hour work week.

The foregoing description reflects the general duties necessary to describe the principal functions of the job identified and shall not be construed to be all of the work requirements that may be inherent in this classification.

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How to Apply:

Cover letter should identify **Competition #ADM-23-169 Communications Coordinator** and application submitted online **by 7:00 AM on /before Sunday, September 24, 2023** to: <https://careers.leedsgrenville.com>.

Applicant information is collected under the Municipal Freedom of Information and Protection of Privacy Act (**MFIPPA**), and will only be used for candidate selection.

The United Counties of Leeds and Grenville is committed to providing a recruitment and selection process that is both inclusive and free from barriers. Accommodations for job applicants with disabilities are available upon request, and will be provided in accordance with the **Ontario Human Rights Code** and the **Accessibility for Ontarians with Disabilities Act**.

Applicants are required, in advance, to make any accommodation request known to Human Resources by contacting the department at 1-800-770-2170 extension 2432 or using the Bell Relay Service. Human Resources will strive to provide reasonable and appropriate accommodation for all applicants, during the recruitment and selection process, which will ensure the process, is conducted in a fair and equitable manner.

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