



Town of Erin

Office of the CAO

### **Communications & Special Projects Officer**

*Job description and duties are currently under review*

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**Department:** Office of the CAO

**Position Title:** Communications & Special Projects Officer

**Reports To:** Chief Administrative Officer

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### **PURPOSE OF POSITION**

Reporting directly to the Chief Administrative Officer (CAO), the Communications & Special Projects Officer will be responsible for creating and implementing communications programmes for the Town via both traditional and online media. Working closely with members of Council and Directors, the Communications & Special Projects Officer will develop, implement and manage internal and external communications plans and strategies. The position is also envisioned to be responsible for developing community relations strategies and public awareness campaigns. The incumbent will serve as the first point of contact for all media enquiries, and will provide communication advice and assistance to the Mayor and Council as is necessary.

Other core functions will include undertaking responsibility for special project management throughout the corporation, including designing and managing special events such as Town Hall meetings, providing communication and planning support to committees, and on occasion assisting with special economic development projects. The incumbent in this position will also provide communication, project and logistical support in the development of corporate strategic initiatives such as the development and implementation of a strategic plan for the Town.

### Overall Scope of Position

The incumbent in this position will assist the corporation (Council, CAO and staff) by ensuring effective communication throughout the corporation to aid in overall organizational awareness and team-building, as well as communicating with the public via social and traditional media to leverage positive Town initiatives and messaging.

### Major Responsibilities

- Develops and implements internal and external communications plans and strategies.
- Manages the Town's entire social media presence.
- Develops community relations strategies and manages public awareness campaigns.
- Under the direction of the CAO, works with department heads to develop communication processes within individual departments.
- Drafts and disseminates bi-weekly communiqués to staff and Council related to Town business.
- In conjunction with IT staff, develops content and updates the Town's website.
- Assumes responsibility for corporate brand management and develops procedures to ensure the Town of Erin brand is effectively and consistently managed.
- Serves as the main point of contact for all media enquiries.
- Drafts and disseminates any and all corporate newsletters, news releases, key messages and other corporate communication and media vehicles.
- Works with department heads to develop corporate, public and Council presentations.
- When necessary, works with the Economic Development Officer to develop marketing and promotional campaigns.
- Develops and disseminates a post-Council communiqué for Town staff.
- Monitors and tracks media issues of relevance to the Town and anticipates and develops a plan to address any potential matter that may arise.
- Provides assistance in the writing of grant applications to the Federal/Provincial governments along with any funding agencies.
- Under the guidance of the CAO, provides strategic communication advice and assistance as necessary to members of Council.
- Assists the Mayor and members of Council with the preparation of key messages, speaking notes, speeches.
- Develops plans to communicate timely information on important issues to the community at large.
- Drafts speeches as may be required by the Mayor or member of Council for official functions.

- Writes policy and other briefing notes for stakeholders including other levels of government as may be required.
- Attends Town Council meetings to provide support and guidance as may be required.
- When necessary provides support to members of Council for media relations, presentations or other public events.
- Develops effective policies and procedures for consideration related to media enquiries.
- Develops and maintains a current list of media contacts.
- Undertakes responsibility for developing corporate messaging.
- Participates in the development of corporate and departmental strategic plans.
- Ensures active communications among departments, staff and Council and with external stakeholders.
- In collaboration with Town staff, assists in the writing and framing of all grant applications to ensure consistency and a high-quality of writing to maximize the chances of a positive grant request.
- Works with Town staff to minimize the costs of advertising by recommending new best practices and targets areas for improvement.
- Works with all internal and external project teams to ensure communications plans are developed using best practices, coordinated internally and carried out for each corporate project.
- Facilitates accurate and timely communication of information on Town issues to outside stakeholders.
- Develops a media contact strategy for the corporation and ensures that all staff are familiar with the process and how to refer media enquiries either via phone/email or when they are out in the community.
- Develops Town brand visual identify and usage standards, including relevant policies. Also provides support in the creation of all corporate advertising and branding activities.
- Develops all corporate messaging, and ensures it is delivered in a consistent and effective manner.
- Writes the CAO's messages and updates to Council.
- Ensures effective tracking and measurement tools are in place to measure the effectiveness of the Town's coordinated communication efforts.
- Ensures the effective communication of the Town's Strategic Plan and key priorities to all relevant stakeholders.
- In an Emergency, acts as the municipalities Public Information Officer and provides regular communication to all relevant parties.
- Undertakes special projects as assigned.
- Assists with the coordination of special events and programs, with a specific view to managing the Town's corporate image.
- Assists the CAO and the Executive Leadership Team with the planning, development and implementation of the corporate strategic plan.

- In conjunction with the CAO, undertakes corporate strategic initiatives.
- Works with the CAO and Senior staff on special projects as may be required.
- Takes a lead role in the planning, development and execution of corporate special events such as Town Halls, public meetings, or community consultations.
- Provides support on all issues management activities.

### Position Requirements

#### *Education*

- Successful completion of a University degree in a related field (ex. English, Journalism, Public Relations).
- Additional specialized training typically acquired through obtaining a post graduate diploma or certificate in Communications, Public Relations or Public Administration is highly desirable.

#### *Experience*

- Minimum of 3 years of demonstrated experience in writing and producing various types of communications in a public-sector environment.
- Demonstrated computer proficiency, including software used for websites, social media, print publications, and graphic design.
- The successful applicant will be creative, self-motivated, have demonstrated highly effective verbal and written communication skills.
- Minimum of 3 years of experience in the public sector, preferably in local government.
- Proven ability to manage communication via social media and websites.
- Proficiency with the use of digital cameras, preferably with photography experience.

### Working Conditions and Environment

- This position will be based out of the Town Offices.
- Normal office hours are 8:30am-4:30pm, Monday through Friday, however the incumbent will also be expected to attend Council meetings outside of normal business hours.

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The forgoing represents a reasonable statement of the requirements of this position. Hiring will be subject to the successful passing of a Criminal Reference check and verification of education and required certifications.

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