



GEORGINA

Employment Opportunity

Town of Georgina Human Resources
careers@georgina.ca



Communications Specialist

(Job ID# 2019.47)

Department: Office of the CAO
Division: Communications
Location: Civic Centre
Status: Permanent, Full Time
Number of Positions: 1
Wage : \$33.96 - \$37.72/hour
Date Posted: April 10, 2019
Date Closing: April 24, 2019

Come work with us!

Employment with the Town of Georgina offers an opportunity to make a positive difference in our community. We are a progressive, forward-thinking organization focused on continuous improvement, innovation and providing exceptional customer service. We offer a collaborative team environment and an excellent place to take charge of your career.

Position Purpose:

Responsible for assisting with the development, delivery and co-ordination of a full range of communications strategies, programs, plans and services. ***For full details, please see attached job description.***

Minimum Qualifications:

Three (3) year college diploma in marketing, communications, public relations, journalism, political science or other relevant discipline from an accredited College or an equivalent combination of education and experience. Two (2) years' experience in the communications field, preferably in a municipal environment.

How to apply:

Qualified applicants are invited to submit a resume, identifying the **Job Title** and **ID# 2019.47** in the subject line. Please apply in confidence by **April 24, 2019 at 11:59pm** to careers@georgina.ca.

Committed to diversity and a barrier-free environment:

The Town of Georgina is an equal opportunity employer and we will accommodate the needs of applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Office to ensure your accessibility needs are accommodated.

We thank all candidates for their interest, however only those being considered will be contacted.

JOB DESCRIPTION

Job Title: Communications Specialist
Department: Chief Administrative Officer
Division: Communications
Date Prepared: January 2018
Job #: 95 **GRADE:** 13

PRIMARY FUNCTION:

Responsible for assisting with the development, delivery and co-ordination of a full range of communications strategies, programs, plans and services.

SUPERVISION RECEIVED:

Communications & Social Media Strategist or designate.

DIRECTION EXERCISED:

None.

WORKING PROCEDURES:

Coordinates corporate social media channels by generating and coordinating content, assists with capturing social media analytics and monitoring other stakeholders' social media activity.

Researches new and emerging communications and social media trends, making recommendations for improvements to current practices.

Supports the research and development of communications strategies, programs and plans to align with corporate strategic plan.

Drafts written materials including: internal/external newsletters, FAQ's, presentations, speeches, web content, media releases and other deliverables as required.

Maintains and continues to maximize the effectiveness of the town website and intranet.

Plays a key role in establishing and maintaining a coordinated approach to community engagement that supports a positive two-way dialogue with stakeholders.

Maintains effective and cooperative relationships with internal and external audiences including staff, Mayor & Council, media, community groups and other organizations.

Assists with the planning and implementation of advertising and promotional campaigns, and special events using various communication tools to maximize exposure.

Supports and implements brand standards generating greater brand awareness internally and externally.

Responds to inquiries/complaints; escalates complex or sensitive inquiries/complaints.

Develops and maintains a working relationship and liaison role with the media generating proactive opportunities and coverage supporting positive representation of the Town.

Gathers background information, researches, performs analysis and prepares reports for review as required.

Heightens the visibility of the Town in the community by attending community events. Provides support surrounding the organizing and executing of public relations functions.

Ensures communications are distributed in a cost-effective, efficient and strategic manner.

Assists the ITS Division in ensuring that the Town's website remains current in terms of content and available applications and is in compliance with the Accessibility for Ontarians with Disabilities Act (AODA) standards, working with the Town's IT staff to ensure the website remains useful as a communication, business and customer service tool.

Provides support and coordination of the Town's internal communication liaison committee meetings.

Monitors Town Internet and Intranet pages to ensure appropriateness.

Assists with maintenance of the Town's database of photographs, images and graphics. Takes photographs at events as required.

Assists with researching and applying for available funding assistance.

Regularly participates in professional development activities to keep abreast of trends. Reviews literature and keeps current of industry and communications best practices and trends.

Attends community events to heighten Town presence and build relationships.

Performs other duties as assigned consistent with the above job summary duties and in accordance with departmental and corporate objectives.

Participates in the Town's Health & Safety Program and complies with the Occupational Health and Safety Act, other applicable legislation and best practices.

Maintains knowledge of and adheres to all Town of Georgina Policies and Procedures.

Participates in ongoing Training and Development and ensures all mandatory requirements are met and maintained.

The above statements reflect the general details considered necessary to describe the principal functions and duties of the position and will not be construed as a detailed description of the work requirements that may be inherent in the job.

SKILL/KNOWLEDGE REQUIREMENTS

Three (3) year college diploma in marketing, communications, public relations, journalism, political science or other relevant discipline from an accredited College or an equivalent combination of education and experience.

Two (2) years' experience in the communications field, preferably in a municipal environment.

Knowledge of municipal government and understanding of the role of Council.

Advanced written, oral and presentation communication skills.

Proficiency in Windows and Microsoft Office applications.

Proficiency in word processing, creating presentations, web applications, graphics and publishing software as well as thorough knowledge of social media applications such as Twitter and Facebook.

Self-starter with the ability to work independently in a time-efficient manner.

Excellent interpersonal skills with the ability to deal professionally and effectively with all levels of staff, public and the media.

Political acuity and ability to handle confidential, sensitive and political issues with tact and discretion.

Excellent administrative, analytical, organization, time management and project management skills.

Ability to exercise discretion and maintain confidentiality of corporate information.

Availability to attend evening and/or weekend meetings/events.

Valid Class 'G' Driver's licence and reliable vehicle to use on corporate business.

Driver's Abstract in good standing required to operate Corporation vehicles.