

Municipality of Clare

Job Description

POSITION TITLE:	Communications Officer
REVISION DATE:	July 24, 2018
REPORTS TO:	Chief Administrative Officer
POSITION SUMMARY:	The Communications Officer contributes to the overall success of the Municipality by ensuring the development and implementation of the Municipality's Communications Strategy including the coordination of stakeholder communications, media relations, issues management, marketing communications, social media, speech writing, the development of public announcements as well as all other internal and external communication services for the Municipality of Clare.

TASK NO.	DESCRIPTION
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Job descriptions are intended to provide an outline of the general areas of responsibility and duties associated with a given position. Job descriptions are not intended to capture the full breadth of tasks and/or assignments an employee may be directed to complete at any given time. The Municipality reserves the sole and unfettered right to make changes to this position description, as required by the organization, without impact upon the employment relationship.

Job Duties and Responsibilities

1. Communications (80%)

1.1 - Communications Strategy/Plans

- Leads the development and implementation of a Municipal Communications Strategy and Annual Communications Plan.
- Chairs the Municipality's Communications Committee.
- Ensures active communications among departments, staff and Council and with external stakeholders.
- Works with all internal and external Development Officers / Project Managers to ensure communications plans are developed (as required) using best practices, coordinated internally and carried out for each project.
- Responsible for all external communications including branding, marketing and promotional campaigns.

1.2 - Information Dissemination

- Facilitates accurate and timely communication of information on municipal issues to outside stakeholders.
- Identifies, tracks and analyzes potential issues that may develop as a result of municipal policies, programs or Council decisions and recommends effective responses.
- Responsible for the writing and approval of all media releases issued by the Municipality.
- Facilitates the publishing and release of municipal newsletters when applicable.

1.3 - Marketing

- Supports departments in the development of campaigns, providing media planning and marketing communications writing as well as advice on the integration and timing of campaigns with other strategic communications.
- Responsible for the development and implementation of policies, processes and procedures that support advertising, promotions and the public relations efforts of the Municipality.
- Social Media – responsible for process and procedure development around use of social media as a marketing and information dissemination tool.
- Administers the various social media channels used by the Municipality.
- Reviews and recommends changes to communications drafted by others in the organization.

1.4 - Media Contact

- Acts as the first point of contact for the media on all municipal issues.
- Drafts and updates policy around media contact as required and ensures staff are familiar with communications and media policy. Prepares or assists with preparation of all media releases.
- Vets and coordinates all recommended responses on public issues including all media releases.

1.5 - Public Engagement

- Works with departments to assist in the formulation of public engagement plans around municipal issues and initiatives and supports their efforts with strategic communications advice and tactical implementation.

1.6 - Brand and Visual Identity

- Ensures compliance to brand and visual standards and that the brand voice and message are delivered in a consistent and effective way.
- Develops policies, procedures and standards around municipal visual identity and effective brand management and recommends changes as appropriate.

1.8 -Quality Assurance and Review

- Responsible to review the results including any feedback on communication efforts, including the development of systems and metrics to assess effectiveness and efficiency of programs.
- Provides support to resolve operational and customer service issues by liaising directly with senior staff when required to ensure coordinated responses are provided on a timely basis.

1.9 - FOIPOP Office

- Acts as the Municipality's FOIPOP (Freedom of Information & Protection of Privacy) Administrator regarding requests for information that are received by the Municipality. Ensures efficient and compliant processes are in place to respond to requests for information.

1.10 - EMO

- Leads the communications management of issues and crisis situations and acts as an active member of the Municipal Emergency Response Team.

1.11 - Speech Writing

- Responsible for preparing speeches or speaking notes for the Warden, other members of Council and the CAO.

2. Enterprise Oversight (15%)

2.1. - Web Content and Online Campaign Support

- Provides web and online content planning support to departments, including editing, key messages and advice on technical and content requirements.

2.2. - Strategic Plan

- Ensures municipal strategic plan goals and key priorities are communicated to internal and external stakeholders.

3. Other Related Duties (5%)

3.1 - As assigned by the CAO.

Qualifications:

Experience

- Post-secondary degree in the field of communications, public relations, journalism, marketing, or related disciplines
- 2-5 years of related experience
- Previous experience in a senior administrative capacity is considered an asset.

Knowledge, Skills, Abilities

- Bilingual (French and English)
- Excellent writing, editing and translation skills
- Relevant knowledge and experience in creating content for various media
- Detail oriented with strong analytical, research and critical thinking skills
- Strong public speaking, interpersonal and networking skills
- Strong understanding and direct experience in online communications, including how to develop effective online content and campaigns to support organizational goals
- Ability to proactively develop positive and professional working relationships with internal and external stakeholders.
- Must be a self-starter in developing and implementing work plans and be able to determine organizational needs

Working Environment

- Office Environment
- Occasional Overtime
- Timely Deadlines