

Municipality of Yarmouth

Job description

Position Title: Communications Officer
Designation: Full-time permanent, 6 month probation period
Reports to: Deputy Municipal Clerk
Hours of Work: Four days per week, 8:00 – 5:00, with some flexibility outside of these hours

Job Summary: The Communications Officer is responsible for coordinating a range of communication and marketing initiatives for the Municipality with a focus on strategic messaging, protecting/improving the Municipality's reputation and providing timely, accurate information to the public. The Communications Officer is also responsible for communications and marketing for the Cape Forchu Lightstation.

The Municipality of Yarmouth values and recognizes the importance of professional development and continuous growth for its employees, not only in empowering individuals but also in moving the entire organization forward.

Health and Safety is everybody's responsibility. The Municipality of Yarmouth values the safety of its employees and therefore requires all employees to follow safety protocols in the Occupational Health and Safety program. Employees may serve on the Occupational Health and Safety Committee.

As employees of MODY we are collectively responsible for providing a work environment that is free of workplace violence and harassment, where individuals are treated with dignity and respect, and that is safe. Maintaining a safe, respectful, professional and harassment-free workplace is everyone's responsibility. Policies guide our standards and expectations in these areas as we fulfill the duties of our positions.

Specific duties and responsibilities:

Strategic Communications:

- Leads the development and implementation of a Municipal Communications Strategy which is proactive in nature
- Briefs the CAO on current events, media, projects which may impact the municipality's position, plan, reputation or finances
- Drafts, recommends and facilitates distribution of accurate and timely communication of information on Municipal issues to outside stakeholders (including writing media releases, overseeing the development of municipal newsletters and communicating Strategic Plan goals and key priorities)

- 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 process and procedure development around use of social media as a marketing and information dissemination tool. Administers some social media channels used by the Municipality
- Drafts and updates policy around media contact as required and ensures staff are familiar with communications and media policy
- Works with CAO, Directors, and Consulting firms to assist in the formulation of public engagement plans around Municipal issues and initiatives and supports their efforts with communications strategy advice and tactical implementation
- In all instances protects the integrity of the Municipality, Council and Staff through carefully planned and messaged engagements
- Responsible for key corporate message development and preparing speeches or speaking notes for municipal officials

Marketing:

- Supports departments in the development of marketing and information campaigns
- Provide support to the Economic Development team to market the Hebron Business Park and community assets
- Develops and facilitates compliance to Brand and Visual Standards and that the brand voice and messages are delivered in a consistent and effective way
- Coordinate the design and production of promotional materials including multimedia tools, print and electronic advertising campaigns, social media, promotional items, video production, photography/image development, posters, pamphlets, and other marketing materials
- Analyze social media activities for reach and effectiveness, and make recommendations around continuous improvement for activities and campaigns
- Work with other departments on social media campaigns
- Act as back-up webmaster when required. Provides web and online content planning support to the webmaster and departments, including editing and advice on content requirements for campaigns
- Ensure appropriate social media messaging and level of responsiveness to online inquiries
- Provides web and online content planning support to departments, including editing, key messages and advice on technical and content requirements

Other:

- Prepares annual budget for the Communications function and manages the budget once approved.
- Participate in job specific and organizational specific training as required
- Other duties as assigned by the CAO and/or Municipal Clerk

Working environment:

- Sitting at a desk
- Writing, computer use
- Attending meetings both at and away from administration building; some evenings
- Working collaboratively with other team members
- Travel required for conferences and training

Qualifications:

- Education
 - Public Relations Graduate Certificate - Nova Scotia Community College or equivalent; or
 - Business Administration Diploma – Nova Scotia Community College or equivalent
- Demonstrated skills in issues identification and management
- Excellent writing and editing skills and grammatical knowledge with the ability to effectively advise others and support their writing efforts
- Knowledge and experience in creating content using different writing styles for different purposes and for varied media
- Strong understanding and direct experience in online communications, including how to develop effective online content and campaigns to support business goals
- Knowledge of trends, behaviour and needs of online audiences is essential
- Excellent organizational, research and time management skills with the ability to prioritize multiple tasks paying close attention to detail and deadlines
- Proficiency in Microsoft Office products required
- Knowledge of graphic design programs
- Excellent interpersonal, public speaking and customer service skills with the demonstrated ability to exercise tact, leadership, good judgement and diplomacy
- Ability to demonstrate active listening, collaboration and trust building skills
- Political acuity; understanding of the municipal political process

I have read and understood the above job description and I am capable of performing these duties and responsibilities. I understand that this job description is meant as a general guide and not meant to include every duty or responsibility that I am asked to perform. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

Employee name

Signature

Date