



Communications Advisor

People, Place, Prosperity

Working within our Strategic Plan, **Cambridge Connected**, and committing to our values of Integrity, Respect, Inclusiveness and Service, the successful candidate will work together to help the City of Cambridge achieve our vision: A place for people to prosper – alive with opportunity.

COVID-19 Vaccination Requirement

In accordance with the City of Cambridge's COVID-19 Vaccination Policy, all new City of Cambridge employees are required to be fully vaccinated as a condition of employment, subject to accommodations required in accordance with the Ontario Human Rights Code.

Job Profile

The City of Cambridge is committed to excellence in communications and is seeking to fill a Communications Advisor position in the Corporate Communications Division within the Office of the City Manager Department. As a Communications Advisor, you will help enhance the City's communication and engagement with residents, internal and external stakeholders. Two (2) positions are available, one (1) is available immediately and one (1) as of March 28, 2022.

What you will be doing

- Preparing and implementing integrated communications strategies for assigned corporate divisions to enhance awareness and understanding of the City services and programs
- Providing writing and editing support for corporate initiatives to break down complex information for internal and external audiences in a clear and concise manner
- Coordinating and supporting media, stakeholder and engagement relations for the corporation
- Developing news releases, media advisories, key messaging, speaking notes and coordinating news conferences, presentations and other events
- Providing recommendations and strategic advice in consultation with the Supervisor and/or Director of Corporate Communications to senior management staff on emerging issues and opportunities
- Developing and managing internal communications to promote staff engagement, including internal employee newsletter and intranet
- Helping to manage, train and provide direction to a departmental website content management team with individuals from various divisions
- Working directly with the graphic design team to develop a wide range of materials to promote communication initiatives, including digital campaigns
- Coordinating corporate photography, videography and new media initiatives
- Managing corporate social media strategies and content calendar
- Providing effective, proactive issues management support, including traditional and social media monitoring.
- Developing corporate-wide communications and marketing related policies and procedures

Education

Three-year college diploma or undergraduate degree in marketing, communications or related discipline.

Experience and Knowledge

Three to Four years' experience, including:

- Serving as a communications professional working with diverse stakeholder groups in a fast-paced environment
- Experience working within a government setting would be beneficial
- Experience in communications planning, media relations, issues management and project management
- Knowledge of industry best practices and emerging trends in social media, website, branding, design and production
- Experience and excellence in writing for a multitude of mediums
- Skilled at relationship management and problem-solving
- Ability to adapt quickly to changing circumstances and prioritize projects
- Experience planning, writing and maintaining corporate website, intranet systems, photography and digital images related to website and other communications applications
- Experience managing social media and community engagement platforms
- Knowledge and interest in photo editing, digital design and video editing Knowledge of Accessibility for Ontarians with Disabilities Act (AODA) and Web Content Accessibility Guidelines (WCAG) 2.0
- Experience with electronic newsletter distribution systems for internal and external communications Knowledge of Canadian Press Guidelines

We will ask you for these items if you are hired

Worker Health and Safety Awareness Training Certificate from the Ministry of Labour

Proof of your current and valid certificate(s) and/or educational qualifications.

Covid-19 proof of dose one (1) and two (2) vaccination upon hire (External Candidates).

Your compensation

Annual salary range of \$77,470 to \$94,476 (Non-Union Salary Grid, Level 4). Comprehensive benefits package including extended health, dental, travel benefits; long term disability; accidental death and dismemberment and life insurance. Enrolment in Ontario Municipal Employees Retirement System (OMERS).

Hours of work

Standard hours of work are Monday-Friday, 8:30 a.m. to 4:30 p.m. with some evenings and weekends as required.

Advertisement expiration date

This posting closes on February 4, 2022.

Accommodation needs and protection of privacy

The City of Cambridge is an equal opportunity employer, committed to diversity and inclusion. We welcome and encourage applications from all qualified individuals, and will accommodate the needs of qualified applicants under the Human Rights Code in all parts of the recruitment and hiring process.

Please contact Human Resources to make your needs known in advance, with the nature of any accommodations that you may require in respect to any materials or processes used to ensure your full and equal participation throughout the recruitment and hiring process.

Personal information collected in relation to the recruitment process is collected under the authority outlined in the Municipal Freedom of Information and Protection of Privacy Act and used solely to determine eligibility for employment with the City of Cambridge only.