

## Job Opportunity

The Corporation of the Town of Orangeville  
invites applications for the position of

### **Co-ordinator, Communications** **Corporate Services Department** (Full-time position, 35 hours per week)

The Co-ordinator, Communications will provide communications expertise and support to the Communications Division and Manager, Communications. Overall responsibilities include the development and implementation of internal and external communication strategies, including media relations, communication product content development and production, co-ordination of website content and design, and social media channels, public relations and marketing.

#### Job Duties:

- Assisting with general communications functions and marketing campaigns; creating products and messages for external and internal communications; assisting special projects and initiatives, photography, advertising, news releases, print jobs, and public inquiries; co-ordinating and facilitating the Town Page as submitted by various Divisions; facilitating effective internal communication programs and plans; maintaining and creating templates for corporate use and update style guide; acting as the Assistant to the Emergency Information Officer in an emergency and provide back-up as required.
- Monitoring and maintaining the Town's online presence, particularly the municipal websites, and provide tactical support for social media; co-ordinating regular updates to web pages; populating, monitoring and updating the website as required; produce reports on website and social media usage and statistics.
- Ensuring all public-facing communications are accessible to residents and stakeholders; ensuring the website content and all print and digital material and messages comply with Accessibility for Ontarians with Disabilities Act (AODA) standards; reviewing provincial legislation and perform work in accordance to municipal obligations under the AODA/Information and Communication Standard.
- Facilitating training programs towards the implementation of accessibility legislation with respect to communications, to all applicable areas of the corporation.
- Other duties as assigned.

Qualifications:

- A post-secondary degree or diploma in Communications, Marketing, Public Relations, or a closely related discipline. Equivalent education and/or experience will be considered.
- Courses in accessible communications and creating accessible documents.
- Minimum of five (5) years of current work experience in a marketing or communications role, with a sound working knowledge of professional communication techniques and practices, and knowledge in developing, researching, writing and editing communication materials, including web content management and social media platforms or equivalent.
- Basic photography skills
- An understanding of municipal government is an asset
- Experience creating communication campaigns in a variety of media and working with a variety of stakeholders; experience with Adobe Creative Suite and/or other relevant design/desktop publishing; proficiency with Microsoft Office and Adobe Creative Suite
- Strong working knowledge of the AODA and the Ontarians with Disabilities Act (ODA), and related legislation, particularly in relation to accessible documents and accessible web content; working knowledge of World Wide Web Consortium Web Content Accessibility Guidelines (WCAG); Experience creating accessible documents
- Strong writing and editing skills, the ability to listen and communicate ideas effectively and the ability to perform successfully under pressure; knowledge and understanding of website design and maintenance, user experience
- Training skills related to accessible documents and web content to assist web editors

Successful candidates will be required to complete a background check, including but not limited to a Criminal Record Check, in accordance with the duties

**Salary Range:** \$64,919.40 to \$75,948.60, Band 8 on the Town's 2022 Pay Grid, plus a comprehensive benefits package

Qualified candidates are invited to submit their resumes, in confidence, to Sarah Alexander, Human Resources Assistant, no later than 4 p.m. on **Tuesday, May 17, 2022**. Applications may be submitted online or submitted in person to the Town Hall located at 87 Broadway.

To select the best candidates to serve the Town of Orangeville and its people, several screening tools, including Police Record Checks are required as part of the hiring process for some employment or volunteer positions. When requested, applicants are required to provide a Police Record Check as a condition of their offer of employment. Police Record Checks must be dated within three (3) months of the employment offer to

be considered valid. The specific type of Police Record Check required will be indicated in the job posting qualifications.

All new or rehired Town of Orangeville employees, volunteers and students, including returning Town of Orangeville Seasonal and Student employees, are required to be fully vaccinated against COVID-19 as a condition of being hired or rehired by the Town of Orangeville. The requirement to be fully vaccinated is subject to the Ontario Human Rights Code. If you are not fully vaccinated, a documented medical reason provided by a physician or registered nurse and time period for the medical reason may be accepted.

The Town of Orangeville is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance. By submitting your personal information to the Town of Orangeville, you consent to the collection, use, and disclosure of that information in connection with our recruitment, hiring and/or employment processes. Personal information on this form is collected under the authority of the Municipal Act, 2001, S.O. 2001, c.25, as amended, and will be used to determine the qualifications for employment with the Town of Orangeville. Questions about this collection should be directed to the Manager, Human Resources at 87 Broadway, Orangeville, Ontario L9W 1K1.