



POSITION TITLE: MARKETING AND COMMUNICATIONS SPECIALIST

DEPARTMENT: CORPORATE SERVICES, STRATEGY & INNOVATION

REPORTS TO: CORPORATE COMMUNICATIONS MANAGER

CATEGORY: CUPE, PERMANENT, FULL-TIME

UPDATED: SEPTEMBER 2022

HOURS OF WORK: 35 HOURS/WEEK

RATE OF PAY: \$34.37/HOUR

CLOSING DATE: SUNDAY, MARCH 31, 2024

HOW TO APPLY: LOYALIST TOWNSHIP'S WEBSITE [CAREERS PAGE](#)

POSITION SUMMARY:

This role is an integral part of service delivery to the residents of Loyalist Township and contributes to the achievement of our Strategic Plan by supporting public and employee engagement.

This position uses innovative means to connect on multiple channels with stakeholders. This role ensures our corporate brand is consistently represented in all marketing and communications initiatives. The incumbent is responsible for creating engaging messaging that reaches people as intended, ensuring stories have impact. This role supports all media relations activities, as well as social media and other content updates.

MINIMUM QUALIFICATIONS – EDUCATION & EXPERIENCE:

- Degree in Marketing, Advertising, Graphic Design, or Communications.
- A minimum of three (3) years' experience in a communications, marketing, or graphic design role preferably in a public sector environment, including experience:
 - Producing creative and engaging content.
 - Successfully utilizing multiple social media channels and analytic tools.
 - Operating a digital SLR camera and digital video camera.
 - Managing related projects successfully and independently.
 - Meeting the needs of internal and external stakeholders in a timely manner.
- An equivalent combination of education and experience will be considered.
- Demonstrated ability to utilize graphic design capabilities to create engaging content.
- Must possess and maintain a class "G" Ontario driver's license and have access to a reliable personal vehicle.

KNOWLEDGE, SKILLS & ABILITIES:

- Proficiency with various multimedia and presentation software, including MS Office, Adobe Creative Suite, presentation and video editing software and Content Management Systems (CMS).
- Possesses a strong understanding of best practices for compelling social media content, influencer engagement, content campaigns, and media coverage amplification, and the ability to maintain currency of knowledge in a fast-changing area of expertise.
- Ability to write for leadership and a variety of audiences, on a wide range of topics with different goals and intentions, with purposeful strategies to solicit feedback and ensure the messages intended are the messages received.
- Exceptional writing and efficient editing skills, with the ability to ensure proper tone, English grammar, spelling, punctuation, sentence construction, and accuracy using excellent proof-reading skills.
- Ability to continually maintain and enhance website content and stay abreast of municipally related current events on multiple media channels, using good political acuity to identify when to escalate information.
- Proven ability to exercise discretion, good judgement, diplomacy and confidentiality.
- Excellent interpersonal skills that foster positive working relationships with the ability to de-escalate frustration when needed and support individuals with a wide variety of knowledge related to marketing and communications.
- Demonstrated flexibility and organizational skills to meet established deadlines in a dynamic work environment with shifting priorities, multiple demands, and some urgency.
- Excellent customer service orientation with the ability to use tact and diplomacy when establishing workplans with internal and external stakeholders.
- Demonstrated ability to independently manage projects as assigned with minimal supervision.
- Highly self-motivated with an ability to stay current with emerging trends in marketing and communications best practices and technology and its application in the workplace.

KEY RESPONSIBILITIES:

- Ensures consistency in all Township communications and marketing, across the organization.
- Supports the establishment and evolution of communication and marketing guidelines to reflect best practices.
- Collaborates with internal stakeholders on operational communication and marketing needs and provides guidance and expertise to support the needs of their programs and projects, in a timely manner.
- Supports the Manager with targeted public engagement and community consultation strategies and initiatives for internal stakeholders by promoting the value of corporately supported communications and acting as an advisor.
- Designs and produces traditional and digital assets including web content, graphics, video, and photographic information.

- Packages files and images in appropriate design formats to meet print requirements.
- Supports the production and implementation of communication and marketing materials that support the communication plan.
- Develops, edits, and publishes various written materials including, but not limited to, news releases, webpages, stories, articles, editorials, fact sheets, newsletters, and other written communications.
- Coordinates the distribution of general information to the public and media to keep residents apprised of events happening within the municipality, promoting opportunities for residents to participate and/or submit feedback.
- Coordinates the distribution of information to Township employees, to keep employees apprised of projects and events impacting them and other stakeholders.
- Supports the Manager in reviewing analytics, evaluating communication campaigns and report findings with recommended improvements for future campaigns.

WORKING RELATIONSHIPS:

Internal

Daily communication with the Corporate Communications Manager, staff, and any other team members requiring support.

External

Occasional liaisons with outside marketing and printing vendors.

WORKING CONDITIONS:

- Normal office environment working conditions apply.
- May be seated for long periods (3-4 hours).
- May occasionally work outdoors in all weather conditions.
- Work hours are equal to a 35-hour week. Some flexibility is required to accommodate evening/weekend requirements, i.e. to cover meetings and events.

The job description reflects the primary duties and responsibilities of this position and should not be construed to describe in detail all duties and responsibilities of the job.

Loyalist Township values a diverse workforce and looks to attract and retain people who will work together to provide excellent service to our residents, visitors, business partners, and each other. If you are looking for a rewarding opportunity to work with a team of professionals dedicated to promoting the quality of life and prosperity of our community, come join us!

In accordance with the Accessibility for Ontarians with Disabilities Act, Loyalist Township is pleased to accommodate the individual needs of applicants with disabilities within the recruitment and selection process. Please contact the Human Resources team at hr@loyalist.ca or 613-386-7351 ext. 149 if you require accommodation.