



Community Relations Officer **(15 month contract)**

The Town of Bradford West Gwillimbury offers a return to small town charm while being one of the country's fastest growing communities. We are a vibrant, thriving community that possess a sense of pride and where community spirit prevails. Our town is committed to being a complete and healthy community where there are opportunities for everyone to contribute and to benefit. We are looking for a highly motivated and organized professional to make a significant contribution to the office of the CAO beginning in June.

Reporting to the Chief Administrative Officer, the Community Relations Officer is responsible for corporate communications for the CAO, Mayor, Council and departments within the Municipality.

Duties and Responsibilities

- Facilitates and coordinates a corporate-wide approach for print and on-line communications ensuring consistent, timely, accurate, clear, objective and complete information about BWG's policies, procedures, services and initiatives.
- Identifies emerging issues, projects or events that require a communications strategy and develops management communication strategies and key messages.
- Coordinates the Town's presence at community-led events and activities.
- Prepares fact sheets, key messages, and backgrounders for media releases and proof reads and edits material for publication from other departments.
- Develops communications policies, procedures and provides staff training.
- Guides and supports the Town's website and social media outlets and monitors content for accuracy, consistency and writing style.
- Prepares public messaging and engagement via print media, websites, social media and other online media (includes planning, writing, graphic design and technical execution) that provides customer service excellence.
- Provides strategic and tactical communications support to all departments for their projects, programs, events and/or issues.
- Champions the consistent and effective presentation of the Corporation's brand within the community.
- Liaise with community groups, stakeholders and members of the public to build community engagement and partnerships.

Key Competencies and Qualifications:

- Post-Secondary diploma or degree in Communications, Public Relations, Journalism or related discipline.
- Four (4) years of related work experience in communications or public relations with an emphasis on writing and editing, preferably in municipal government or public service environment.
- Proficient in Microsoft Office applications and Adobe suite of publishing and design software.
- Experience with web writing, design and content management skills.
- Demonstrated experience with developing and implementing social media strategies.
- Excellent and concise writing and editing skills with a high level of accuracy, strong proof-reading skills and careful attention to detail.
- Proven ability to conduct media relations, and to provide knowledgeable advice and guidance on issues management and communications strategy.
- Excellent interpersonal, communications and customer services skills with the ability to exercise tact, diplomacy and good judgement at all times.
- Able to promote a culture of inclusiveness and work with a diverse population of employees, participants, agencies and the public.
- Availability to attend evening meetings and weekend events as required.
- Possess a valid Class G driver's license in good standing
- Must be able to provide a satisfactory Criminal Record and Judicial Matters Check upon hire

This position offers an hourly rate of \$44.59 to \$55.74 (2024 rates) working 35 hours per week plus health and dental benefits.

To explore these challenging opportunities further, we invite qualified applicants to visit the [current opportunities](#) section of the Town's career site. Closing date for this position is April 17, 2024.

We thank all applicants for their interest. However, only those being considered for an interview will be contacted. In accordance with the Municipal Freedom of Information and Protection of Privacy Act, personal information is collected under the authority of the Municipal Act, and will only be used for candidate selection.

The Town of Bradford West Gwillimbury is committed to equity in employment. As an equal opportunity employer, we are committed to establishing a qualified workforce that is reflective of the diverse population we serve. We encourage applications from Indigenous peoples, racialized people, persons with disabilities, and those who identify as LGBTQ2S+.

The Town of Bradford West Gwillimbury is committed to providing accommodations based on any human rights protected grounds and in accordance with the AODA, throughout the recruitment and selection process. If you require accommodation, please notify us when contacted for an interview and we will work with you to meet your needs.