

Strategic Communications Advisor

Why Guelph?

When you join the City of Guelph, you join a team of over 2000 employees who deliver services the community relies on every day. Together, we are bringing to life Guelph's vision of an inclusive, connected, and prosperous city where we look after each other and our environment. As a single tier municipality, we offer a variety of occupations and career specialities within our organization. Guided by the goals and objectives of the Future Guelph: Strategic Plan and committed to the Corporate Values of integrity, service, inclusion, wellness and learning, the candidate will aid in the achievement of the Community Vision for an inclusive, connected, prosperous city.

What we offer

We offer competitive wages and comprehensive benefits to meet the needs of our diverse employees. Many of our positions offer:

- Paid vacation days, increasing with years of service
- Paid personal days;
- Hybrid and flexible work arrangements;
- Defined benefit pension plan with OMERS, including 100-per-cent employer matching;
- Extended health and dental benefits, including Health Care Spending Account;
- Employee and Family Assistance Program;
- Parental leave top up program;
- Learning and development opportunities including tuition assistance
- Employee recognition programs.

Position overview

Resumes are being accepted for the position of Strategic Communications Advisor within Strategic Communications and Community Engagement. Working collaboratively with the broader Strategic Communications and Engagement team, the Strategic Communications Advisor delivers effective communication programs with measurable outcomes, while ensuring alignment with the City of Guelph's Strategic Plan, Future Guelph.

Key duties and responsibilities

- Provide experience-based advice, guidance and coaching to all levels of the organization.
- Lead strategic communications and marketing plans from conception to execution to effectively achieve the objectives of high-profile corporate priorities, projects and initiatives.
- Lead the development of long-term communication strategies, participate in strategic planning sessions, and provide insights and recommendations to senior leadership on

communication-related matters that optimize the impact of the communications department.

- Create and edit presentations, speaking notes, speeches, and other communications materials for senior leadership.
- Create compelling content for various communication channels, including social media, newsletters, websites and print materials to inform and engage the organization and the community.
- Serve as point of contact for media inquiries, draft press releases, organize media events, and manage relationships with journalists to ensure accurate and positive coverage of the organization's activities and initiatives.
- Develop, execute and monitor crisis communications plans and protocols to effectively manage and respond to emergencies, incidents, or controversial issues that have the potential to affect the City's reputation.
- Manage external consultants who provide specialized expertise for large-scale, high-priority communication projects.
- As needed, assume Managerial responsibilities such as overseeing staff, managing budgets, setting department priorities, and representing the Manager in meetings with senior leadership.
- Develop strategies, policies and standard operating procedures.
- Provide functional oversight for the department's workflow process and identify areas for improvement.
- Maintain and promote the organization's brand identity and image through consistent messaging, visual elements, and communication strategies.
- Facilitate internal communications by collaborating with stakeholders to ensure consistent messaging across departments.
- Identify and recommend solutions to strengthen existing partnerships and foster new relationships internally and within the community.
- Effectively articulate who we are as an organization, what we stand for, how we tell our story, and why we do what we do.
- Perform other related duties as assigned.

Qualifications and requirements

- Completion of a post-secondary degree or diploma in Communications or Public Relations or a related discipline.
- Considerable experience in an intermediate to senior-level corporate communications role, preferably in the public sector.
- A critical-thinking, creative professional who delivers innovative and strategic communications solutions.
- Advanced understanding of strategic public relations best practices with extensive experience developing, implementing and evaluating comprehensive communications programs.
- Experience dealing with complex, confidential and sensitive issues.
- Ability to exercise good judgement, make data-informed decisions, and act with a client and citizen-first focus.
- Experience in applying data analytics, especially with respect to digital communications, and the ability to identify metrics to support desired outcomes.
- A skilled storyteller with an audience-first approach to content and channels.
- A strategic, systems thinker who is adept at connecting dots and integrating information.

- Ability to establish and maintain co-operative and constructive relationships with individuals at all levels of the organization, members of Council, and representatives of external organizations.
- Highly developed sense of political and business acumen.
- Excellent project management, facilitation, and research skills
- Ability to write and edit effectively for various mediums including web, video, print and others.
- Ability to work well under pressure, prioritize, complete multiple assignments and function effectively in a high-volume workplace with tight deadlines.
- Proficient in social media platforms and management software such as Hootsuite, Sprout Social, WordPress and Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Previous experience in and/or knowledge of municipal government is an asset.
- Candidates with an equivalent combination of education and experience may be considered.

Hours of work

35 hours per week Monday to Friday between the hours of 8:30 a.m. and 4:30 p.m. Evening and weekend hours may be required. Participation in back-up support for on-call rotations may be part of this role. This position is eligible for hybrid and flexible work arrangement options (as per current corporate policy).

Pay/Salary

Non-Union Grade 6: \$91,567.41- \$114,459.27

How to apply

Qualified applicants are invited to apply using our **online** application system by **Tuesday, June 11, 2024**. Please note all applicants must complete the online questionnaire specific to this position at the time they submit their resume and cover letter in order to be considered.

Please visit the job posting listed on our City of Guelph [careers page](#) and click on the “Apply for this job” button. Instructions will follow.

The City of Guelph is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive workplace where employees feel welcome, valued and engaged. Our employment policies strictly prohibit all forms of discrimination on any of the grounds in relevant laws. All employment practices are solely based on individual merit, qualifications, and organization's needs at the time. In keeping with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, we are committed to working with and providing reasonable accommodation for qualified individuals in our job application procedures. If you need an accommodation in order to participate in the hiring process, you may contact us to make your needs known in advance.

Personal information collected through the recruitment process will be used solely to determine eligibility for employment. We thank all candidates in advance; however, only those being considered for an interview will be contacted.