

Communications Advisor - Office of the Mayor

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 **Communications Advisor** within the Office of the Mayor. The successful candidate will administer a wide range of public relations activities, public information, and special events planning on behalf of the Mayor of the City of Guelph. The Communications Advisor coordinates the communication activities for programs initiated by the Mayor and Council in alignment with the City's Strategic Plan and in support of the Mayor's goals and objectives.

Key duties and responsibilities

- Create, develop, edit, implement, and evaluate a range of communications products and strategies, initiatives and programs designed to inform and engage the public, employees, and other government agencies.
- Research and write communications material for internal and external audiences.
- Research and write speeches, presentations, press releases, columns, letters, and other documents to foster effective communication with the desired audience.
- Provide assistance to the Mayor on all community/public relations issues.

- Develop, document, and maintain standard operating protocols for a variety of tasks, including external requests for support, events and communications with other levels of government.
- Make recommendations to the Mayor regarding improvements based on trends, complaints or new ventures that promote the Mayor's office and the City of Guelph.
- In collaboration with the Strategic Communications division of the Strategic Communications and Community Engagement department, identify emerging issues and develop and implement issues management strategies and key messages.
- In collaboration with the Policy and Intergovernmental Services division of the Strategic Initiatives and Intergovernmental Services department, support advocacy and government relations initiatives, projects, and related stakeholder outreach.
- Develop and organize meetings, special events, announcements, and ceremonies initiated by the Mayor's Office to promote Guelph and foster effective relations with key internal and external stakeholders.
- Plan and write content for the Mayor's office web page.
- Assist the Mayor with planning, executing, and evaluating social media strategies and programs, including ongoing monitoring and management of mayor's social media channels, video creation, and video and photo editing.
- Maintain the accessibility of the Mayor's office by establishing a good working relationship with the media, acting as a liaison with community groups, and participating in various committees and task forces.
- As directed, act as spokesperson for the Mayor and answer written and oral inquiries.
- Provide support to the Mayor on various projects as requested.
- Provide assistance (constituent inquiries, scheduling, etc.) during absences of the Mayor's Executive Assistant.
- Perform other related duties as assigned.

Qualifications and requirements

- Completion of post-secondary education in communications, public relations, journalism, or related discipline.
- Considerable experience in public relations, promotions, marketing, and event planning in a private or public sector organization.
- Excellent organizational skills with the ability to manage multiple priorities and assignments to meet deadlines.
- Excellent communications skills with the ability to communicate with the City's constituents, businesses, members of Council, and all levels of staff.
- Ability to communicate complex topics in a clear, understandable way under short timelines and in the real-time context of social media.
- Ability to establish and maintain cooperative and constructive relationships with individuals at all levels of the organization, members of Council, and representatives of external organizations.
- Proficient with Microsoft Office (Word, Excel and PowerPoint), website maintenance, social media platforms, and video and photo editing tools.
- Excellent research and analytical skills with the ability to collect and interpret data for the development of communication strategies.
- Ability to maintain strict confidentiality and exercise tact and diplomacy in all undertakings.
- Ability to exercise political acumen and influence.
- Public sector/municipal experience would be an asset.

- Experience working in support of elected representatives and their communications/public relations initiatives would be an asset.
- Candidates with an equivalent combination of education and experience will be considered.

Hours of work

35 hours per week; Monday to Friday, 8:30 a.m. - 4:30 p.m. Available to work flexible hours to attend evening and/or weekend meetings and special projects. This position is eligible for hybrid and flexible work arrangement options (as per current corporate policy).

Pay/Salary

Non-Union Grade: 5: \$81,486.60 - \$101,858.25

How to apply

Qualified applicants are invited to apply using our **online** application system by **July 2, 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.