

## Job Opportunity

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

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

Located on the north-west edge of the Greater Toronto Area, less than one hour's drive from Toronto and yet only moments away from the unspoiled, natural beauty of the Niagara Escarpment, the Town of Orangeville ("Town") offers an excellent combination of location, small town charm and urban amenities. Situated in the picturesque natural setting of the Hills of Headwaters, Orangeville is home to nearly 30,000 residents and is the largest urban community and regional service centre within the County of Dufferin. Orangeville is a great place to raise a family, with an excellent quality of life and a strong sense of community. The Town is committed to a value based, thriving and collaborative work environment that supports our employee's success. The Town is looking for leadership who can inspire and guide their teams, fostering a positive and inclusive work environment while driving success and innovation. Our employees are passionate about delivering high-quality programs and services to our residents and are proud to contribute to making Orangeville one of the exceptional places to live in Canada.

The Manager, Communications will provide strategic communications direction and technical advice to the Corporation. The Manager of Communications will develop, assess, and oversee multiple communication channels and media strategies to assist the Town in building positive relations with the public as well as to address communication matters arising from initiatives, programs, and Council decisions. will provide a primary point of contact for media, manage protocol for communication channels, manage media buying/advertising purchases, build media relationships, protect the corporate brand, and provide ongoing communications strategies to meet department and citizen needs. The role involves working closely with the management team, CAO and elected officials on matters of communications, public affairs, and media relations from a strategic point of view and on matters of high public concern/media interest.

#### Job Duties:

- Establishing the strategic direction for the Communications division, planning and ensuring completion of the yearly workplan; analyzing, developing, and implementing effective internal and external communications programs; providing

final approval of all internal and external communication messages; editing and writing informational/promotional materials; reviewing content of reports, brochures, marketing materials and other relevant information.

- Organizing media announcements, press conferences and special events; assessing and overseeing multiple communication channels, media strategies, communication plans, and public engagement approaches; being the primary point of contact for news media inquiries; approving use of Town logo and monitoring visual identity standards for all branding; creating briefing notes, media materials, articles, Council reports; leading and evolving the service experience of the Corporation's digital channels; providing communication expertise to equity, diversity and inclusion (EDI) initiatives and ensuring EDI initiatives are considered and included in all corporate communications as appropriate; providing corporate training to staff regarding communications and the website with a focus on EDI and accessibility.
- Creating and implementing communication strategies and plans for initiatives and to support the Town's vision; advising all divisions and departments, and Committees on strategic communication plans, public engagement initiatives, and communication channels; developing and managing contracts and agreements with service providers; acting as Public Information Officer in the event of an emergency and for emergency training programs.
- Other duties as assigned.

#### Qualifications:

- Post-secondary degree in public relations, marketing, communications or related field.
- Minimum of seven (7) years related communications experience and a minimum of three (3) years related supervisory/management experience.
- An understanding of municipal government.
- Extensive knowledge of good communication principles and practices, particularly as they relate to strategic corporate communications, digital channels and service experience, issues management and media relations.
- Ability to develop and implement pro-active communication strategies.
- Ability to exercise discretion and maintain confidentiality; ability to plan, coordinate and implement community engagement events.
- Ability to multi-task, organize and manage resources effectively.
- Computer skills in a Windows environment, and proficiency in all Microsoft products.
- Strong customer service skills with both internal and external stakeholders.

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

**Salary Range:** \$115,024.91 to \$134,562.89 Band 13 on the Town's 2024 Pay Grid, plus a comprehensive benefits package

Qualified candidates are invited to submit their resumes, in confidence, to Sarah Mayer, Co-ordinator, Human Resources, no later than 4 p.m. on **Tuesday, July 2, 2024**. Applications may be submitted online or submitted in person to the Town Hall located at 87 Broadway. Please do not email your application.

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.

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.