



## Manager of Communications & Customer Service

Full-time (35 hours per week)

Located within the traditional land of the Anishnaabek, Haudenosaunee and Wendat-Wyandot-Wyandotte peoples, the Town of The Blue Mountains is a four-season community with stunning natural features, including the Niagara Escarpment, Beaver Valley and the Georgian Bay shoreline. Internationally recognized as a four-season tourism destination, The Blue Mountains offers a high-quality lifestyle that caters to families looking to build a solid foundation, adventurers looking to go off the beaten path and relaxation seekers taking in and experiencing the very best the area has to offer.

The Town is looking for people with a shared commitment to building a sustainable community, as well as shared values of integrity, inclusivity, excellence, accountability, and stewardship for the well-being of our residents.

Come gain a unique experience in the 2<sup>nd</sup> fastest growing municipality in Canada!

### Position Summary:

Reporting to the Director of Strategic Initiatives, the Manager of Communications and Customer Service is responsible for developing and implementing the Town's communication strategies, as well as leading the customer service division to enhance resident engagement and satisfaction. This position is integral to advancing how the Town interacts with its community and involves overseeing all aspects of customer communication and service.

### Key Duties and Responsibilities:

#### Corporate Communications

- Act as a senior communications advisor to support the projects and initiatives of all Town departments, divisions, the Senior Management Team and Council.
- Develop, coordinate and execute comprehensive communication plans using a variety of tools to support Town departments/divisions to effectively promote initiatives, projects and services.
- Oversee all public relations efforts, including managing and responding to media inquiries to enhance the visibility of the Town's mission and services.
- Manage content creation for the Town's digital platforms and publications, including but not limited to websites, social media, newsletters, corporate publications and presentations.

- Manage the development and distribution of regular internal communications through a Town newsletter, the intranet, social media, or other information sharing outlets.
- Support the Director of Strategic Initiatives as an alternate on the Town's Emergency Control Group, and prepare communication protocols for emergencies to ensure clear and effective dissemination of information to the public.
- Responsible for the management of the Town website ([www.thebluemountains.ca](http://www.thebluemountains.ca)) with a focus on optimizing content to meet the expectations/needs of residents based on website analytics. Responsible for ensuring that the website remains current in terms of both content and available applications; working in tandem with the Town's Information Technology staff to ensure that website(s) remain useful as a communications, business and customer service tool; coordinating redevelopment/redesign of the website(s) when required and approved. Assisting staff with revisions to each department's information.
- Manage the development of survey instruments, analyze data and prepare applicable summary reports and presentations as requested by the Senior Management Team, particularly as related to external customers and internal staff satisfaction.
- Responsible for managing and overseeing the implementation of the Town's Corporate Brand Standards.

### **Customer Service**

- Act as the customer service lead and advocate to foster a strong customer service culture and customer service knowledge and delivery for the Town to improve customer service across all departments.
- Develop and implement comprehensive customer service strategies and related policies, procedures and standards to enhance customer service and satisfaction with a focus on promoting and coordinating best practices in customer service design, performance monitoring and continuous improvement.
- Oversee the implementation of a Town-wide CRM software to manage and track customer service inquiries.
- Implement and manage customer service improvement programs and develop key performance indicators to assess and benchmark customer service performance and objectives.
- Develop policies for consistent customer service standards across all touchpoints with residents.
- Encourage the adoption of sustainable practices in customer service operations.
- Explore and implement innovative new strategies and technologies to enhance customer service delivery and efficiency.
- Facilitate regular communication updates to staff about significant achievements and initiatives in customer service to maintain alignment and motivation.

## **Complaint and Feedback Management**

- Establish robust protocols for addressing customer complaints and processing feedback effectively.
- Oversee resolution processes, ensuring efficient and timely responses to enhance satisfaction.
- Develop and manage training programs aimed at enhancing customer service skills and competencies among staff.
- Conduct regular training sessions focusing on improving customer interaction, conflict resolution, and problem-solving skills.
- Prioritize enhancing accessibility and inclusivity in communications and customer service approaches.
- Ensure effective utilization of customer service and communication technologies, such as CRM systems.
- Innovate and drive enhancements of digital customer service channels, including social media and the Town's website.

## **Stakeholder Engagement**

- Collaborate with stakeholders to foster a customer-centric culture throughout the organization.
- Engage with diverse community groups to better understand and respond to resident needs.
- Lead initiatives that encourage public dialogue and feedback via town halls or online forums to gauge community expectations regarding services.

## **Other Responsibilities:**

- Assist with budgeting and financial management aspects of the communications and customer service functions.
- Represent the Town at relevant community meetings and events to promote strong positive relationships.
- Oversee and assist with the creation and updating of internal and external information packages in consultation with the Senior Management Team.
- Promotes a high standard of customer service to the public as well as to all internal customers.
- Personally comply with all health and safety practices as it relates to the work, standard operating guidelines and the Occupational Health and Safety Act.

## Job Details

<b>Hours of Work:</b>	35 hours per week. Standard work week – 8:30 – 4:30 Monday to Friday. Occasionally required to attend Council Meetings and After-Hours events.		
<b>Direct Reports:</b>	4		
<b>Overtime:</b>	Not Applicable - Time in Lieu		
<b>Driver's License</b>	Required: Yes	Class: G	

## What you will need:

- Completion of a college diploma in Communications, Business Administration, Public Relations, or a related field, or demonstrable equivalent work experience.
- Three to five years experience in a communications or customer service leadership role. Prior experience within municipal or government settings is an asset.
- Advanced knowledge of CRM software and customer service technologies.
- Experience with content management systems and digital marketing tools.
- Familiarity with social media analytics and optimization tools.
- Demonstrated success in coaching and mentoring teams to enhance performance and morale.
- Effective leadership in developing and nurturing high-performing teams that align with organizational objectives.
- Experience in change management to improve team dynamics and customer service processes.
- Excellent verbal and written communication skills.
- Expertise in crafting crisis communication plans and handling public relations challenges.
- Strong negotiation and conflict-resolution skills for stakeholder engagement.
- Experience in developing community outreach programs and facilitating public consultations.
- Ability to utilize data from community feedback to inform service improvements.
- Understanding of relevant government regulations and compliance requirements.
- Ability to navigate municipal policies and align communication strategies accordingly.
- Experience in developing community outreach programs and facilitating public consultations.

- Valid Driver's Licence.

## What we offer:

This is a new full-time opportunity within the Strategic Initiatives Department at the Town of The Blue Mountains. The annual salary range for this role is **\$89,289.20 - \$104,449.80 (2024 Rate)**. The Town also offers the following to our employees:

- Perks & Discounts
- Wellness Programs
- Health & Dental Benefits \* full-time & 12 month + contracts only
- OMERS
- Work / Life Flexibility
- Professional Development & Education Opportunities

The submission deadline for applications is **4:30 p.m. on Friday, February 14, 2025.**

In accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA), please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Personal information provided by the applicants is collected under the authority of the Municipal Act, 2001 and will be used for the purpose of candidate selection.

**We thank all candidates for their interest; however, only those selected for an interview will be contacted.**