

Exciting Opportunity!

Come be a part of the growing Communications Department at the Township of Lake of Bays! Reporting to the Director of Corporate Services and working closely with the Communications and Digital Media Specialist, the successful candidate will be responsible for assisting in communication planning, corporate website and social media engagement, corporate advertising, branding and marketing, internal communications, public consultation, civic engagement and emergency communications information.

Position Responsibilities

- Assist in communications, strategic planning and outreach initiatives supporting the Township's brand and reputation for all target audiences.
- Execute social media posts in a consistent tone to support the corporate brand, amplify marketing messages, provide customer service, and engage followers through strategic content.
- Perform the duties of a website administrator. This includes ensuring the website is updated regularly with relevant information, reviewing, editing, and approving or rejecting website content changes by content writers, enforcing the Township's website policy, writing, posting, monitoring, and updating content related to projects/initiatives.
- Research new and emerging communications and social media trends, approaches and tools making recommendations for improvements to current practices.
- Work with IT to ensure the website remains useful as a communication, business, and customer service tool.
- Using Search Engine Optimization and Accessibility Checking applications, ensure that the Township website and social media content meets current accessibility standards under the Accessibility for Ontarians with Disabilities Act (AODA).
- Provide clerical and administrative services as required.

Skills and Qualifications

- Two-year Community College Diploma in marketing, communications or related field.
- Minimum two (2) years' experience in the communications field.
- Proficient in social media implementation and marketing.
- Must have a general understanding of media relations, knowledge of the local media and how to use the media to advance the organization's goals and objectives.
- Must be able to work under pressure, multi-tasking on numerous high priority projects simultaneously and produce quality work under short deadlines.
- Practical knowledge and experience in web maintenance, metrics analysis and reporting.
- A thorough knowledge of MS Office applications (Word, Excel, PowerPoint, and Outlook), Adobe applications (Acrobat Professional, Photoshop, InDesign), graphics and publishing software, web and social media applications (X, Facebook, Instagram and LinkedIn) and prior use of Content Management systems.



EMPLOYMENT OPPORTUNITY Communications Coordinator

Salary: \$36.11 – 42.25 per hour
Competitive and attractive benefits plan and OMERS pension
3-weeks' vacation

Qualified applicants are invited to submit a resume to:

Township of Lake of Bays
Nicole Tye, Human Resources Department
1012 Dwight Beach Rd.
Dwight, ON P0A 1H0
email: NTyeHR@lakeofbays.on.ca
Fax: 705-635-2132

The Township of Lake of Bays is an equal opportunity employer and is committed to meeting its obligations under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If you require disability-related accommodation to participate in the recruitment process, please advise the Human Resources Department as soon as possible.

In accordance with the Municipal Freedom of Information and Protection of Privacy Act, the information gathered will be used solely for the purpose of job selection. We thank all applicants; however, only those selected for an interview will be contacted.