

# Public Relations Coordinator

**Job Category:** Non-Union

**Requisition Number:** PUBLI005921

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Posted: December 22, 2025

Full-Time

Lambton Public Health  
Sarnia, ON N7T, CAN

## Job Details

### Description

**Division:** Public Health Services

**Job Status:** Temporary Full Time

**Number of Positions:** 1

**Hours of Work:** 35 hours/week, Monday to Friday, 8:30am to 4:30pm

**Wage Rate:** \$39.13 to \$46.58/hour

**Posting Date:** Monday, December 22, 2025

**Closing Date:** Sunday, January 11, 2026

#### **About Us**

The County of Lambton is located in Southwestern Ontario, nestled along Lake Huron and the St. Clair River, next to the state of Michigan and is home to a diverse and welcoming population of approximately 128,000 residents.

The Corporation of the County of Lambton is one of the area's largest employers with approximately 1,300 employees. The County's seven divisions deliver hundreds of services and programs to our residents, such as emergency medical services, provincial offences court, three long-term care homes, 25 library branches, three museums, an art gallery, archives, public works, public health services, social services, planning and building services.

We are committed to sustainability, economic growth, environmental stewardship and an enhanced quality of life through the provision of responsive and efficient services and collaborative efforts with our municipal and community partners.

#### **About the Role**

The Public Relations Coordinator is responsible for enhancing departmental objectives by providing strategic and tactical communications support to external and internal clients. As part of a communications team the Public Relations Coordinator will support public relations, communications planning, community engagement, media relations, marketing (including social), and risk communication functions.

#### **Job Duties and Responsibilities**

Risk Communication and Public Relations:

- Provides advice and consults on matters of reputation, external communications, health hazards, outbreak management, public affairs and media relations to inform a strategic point of view.
- Formulates and implements strategic communication plans to support Lambton Public Health (LPH) in building effective relationships with its internal and external clients and stakeholders.
- Identifies and implements ongoing and issue-specific internal communication vehicles for LPH to ensure that department strategic goals are being met through an educated and informed workforce.
- Applies strategic risk and crisis communication principles to effectively communicate to stakeholders, partners and residents in support of Departmental priorities.
- Anticipates potentially contentious issues that could face Lambton Public Health and advises senior management on best methods of proactively and positively addressing them.
- Monitors trends, issues and legislation that affect Lambton Public Health or its stakeholders and recommends approaches or responses to address issues identified.
- Researches, analyzes, plans, develops and implements communication plans and strategies designed to assist LPH in building positive relations with the public and community stakeholders.
- Develops clear and concise messages to support communication tools, tactics, activities and products.
- Supports some product development for media relations and both internal and external communication tools.

#### Media Relations:

- Provides direct support to media relations for LPH to align with public health strategic priorities, and corporate policies and procedures.
- Conducts media relations activities for Lambton Public Health, including preparing media products, organizing media conferences, and identifying and encouraging opportunities for positive media coverage.
- Cultivates and maintains positive relationships with local media
- Initiates and maintains contact with the media by monitoring news media, reviewing and analyzing media coverage and maintaining media contact list.
- Develop media training curriculum and provide to all LPH spokespeople. Work closely with municipal, provincial or federal communication counterparts to deliver joint announcements at media events or special events that involve or impact LPH.

#### Electronic Communications and Social Media:

- Provides advice and consults on public consultation processes, web-based communications, social marketing, business literacy or other such area that may be appropriate.
- Manages LPH's web and social media accounts using effective social media strategies in collaboration with Health Promotion Specialist.
- Assists program staff with the development and implementation of social media strategies that are issue or campaign-based.
- Maintains professional skills and competence through education opportunities and through keeping abreast of ongoing program development.
- Remains current with emerging trends in the communication field especially social media.
- Collaborates in the development of and contributes to individual, team, and departmental quality improvement and evaluation activities related to their areas of expertise.

## General:

- Incumbents must keep up-to-date on all relevant legislation, collective bargaining agreements, County Policies and Procedures, etc. ensuring that these are implemented as prescribed.
- Incumbents must possess the physical ability to meet the duties and responsibilities of the job description and/or the requirements identified within the position's Physical Demands Analysis.

These describe the general nature and level of work being performed by incumbents in this classification. They are not an exhaustive list of all job duties in the classification. Other duties may be assigned.

## Supervision Requirements

Direct Supervision: None

Indirect Supervision: None

Functional Authority: Provides direction, consultative services and advice on communications related issues to management.

## **What We Are Looking For**

### Minimum Formal Education

- Post-secondary degree in Public Relations, Communications, Marketing or a related field required.

### Experience

- 3 or more year's professional experience in issues management, public relations, internal and external communications, social marketing, community consultation and media relations.
- Experience in Crisis and Issues Management and relationship development with a broad audience and diverse stakeholders
- Interpersonal, communication, and customer service skills
- Experience in a public health or health care environment preferred.
- Work experience in large, complex organizations preferred.
- Knowledge of project management, social marketing, communications marketing, health communications, issues management and public relations theory, special events planning and speech writing, crisis communications and risk communications.
- In-depth knowledge of communications technologies and practices, social media, web and multimedia approaches.
- Demonstrated oral, written, presentation and reporting communication skills and related technical abilities to undertake the preparation of communications materials.

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