Town of Erin

Manager, Communications and Strategic Initiatives

Position Title: Manager, Communications and Strategic Initiatives
Posting Number: 26-39
Department: Office of the CAO
Primary Work Location: Townhall (5684 Trafalgar Rd. Hillsburgh)
Salary Range: Band 10 ($132,739 - $155,286)
Number of current vacancies: 1
Status: Regular, Full Time (35 hours per week)
Posting Dates: November 12, 2026 – December 11, 2026

ABOUT US

Nestled on the edge of the Greater Toronto Area (GTA), Erin is more than just a town—it's a vibrant and progressive community that thrives amidst the beauty of rolling hills. As you step into Erin, you'll experience a place on the rise, experiencing explosive growth fueled by its strategic location and forward-thinking approach. The landscape is a testament to nature's artistry, with lush greenery and picturesque views that soothe the soul. But Erin is not just about scenery; it's about progress. With all the amenities of urban living at hand, residents enjoy a quality of life that balances convenience with tranquility. The heartbeat of Erin lies in its infrastructure, continuously evolving to meet the needs of its expanding population. From a state-of-the-art treatment facility ensuring clean water for all, to major water and sewer projects paving the way for future development, Erin is laying the groundwork for a sustainable tomorrow. At the helm of this transformation is a municipal team renowned for its progressive and innovative spirit, driving Erin to become one of Ontario's fastest-growing communities. In Erin, the journey toward progress is as scenic as it is promising, offering a glimpse into the future of modern living intertwined with the beauty of nature.

WHY ERIN?

- **Vibrant Workplace Culture -** Enjoy engaging town events, team celebrations, and town hall BBQs that bring the team together and make work fun.
- **Supportive & Inclusive Environment-** We prioritize employee well-being, foster a caring and respectful workplace, and embrace culture, diversity, and innovation to drive meaningful change.
- **Growth & Development Opportunities -** We are committed to supporting staff learning through internal and external training and development programs.
- **Time off & Flexibility -** Benefit from competitive paid vacation, personal, sick, and bereavement days, hybrid work schedules, and a parental leave top-up program.
- **Secure Retirement Planning -** Create peace of mind for your future with a Defined Benefit Pension Plan through OMERS.
- **Comprehensive Benefits Package -** Enjoy extended health and dental coverage, short-term and long-term disability plans, and access to our Employee and Family Assistance Program.
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POSITION OVERVIEW

Help shape how a growing community connects, communicates and moves forward. We are looking for a creative, forward-thinking leader ready to turn big ideas into meaningful initiatives and lasting impact. Reporting directly to the Chief Administrative Officer (CAO), the Manager, Communications and Strategic Initiatives provides strategic and operational leadership for corporate communications, public engagement, digital communications, strategic initiatives, and special projects. As a member of the Extended Leadership Team, the Manager serves as a strategic advisor to the CAO, helping translate Council's priorities into action while strengthening community relationships, public trust, and organizational excellence.

This is an opportunity for a leader who enjoys hands on building, designing, and improving. The Manager of Communications and Strategic Initiatives will have the opportunity to develop modern communication and engagement

strategies, strengthen the Town's public web presence, advance accessible and inclusive communications, and lead corporate-wide initiatives from concept through implementation. Working collaboratively across the organization and with community partners, the successful incumbent will bring innovation, fresh perspectives, and strategic thinking to how the Town engages, communicates, and delivers on its priorities in a growing and evolving community.

MAJOR RESPONSIBILITIES

- Provide strategic and operational leadership for the Town's corporate communications, public engagement, public relations, and digital communications functions, ensuring alignment with Council and corporate priorities.
- Develop, implement, and deliver corporate communication strategies, plans, and campaigns across digital, print, media and other channels, including preparing content, media releases, public notices, key messages, speeches, presentations, website and social media content, and other communications materials.
- Serve as a strategic advisor to the CAO, Council, Leadership Team and staff on communications, public engagement, reputation and issues management, and strategic corporate initiatives.
- Lead public engagement and community consultation initiatives that strengthen transparency, accessibility, meaningful participation and relationships with residents, businesses, community organizations, and partners.
- Provide strategic and operational leadership for the Town's public website and digital communications channels, including content governance, user experience, accessibility, analytics, and content quality, working collaboratively with Information Technology and service providers.
- Establish accessible communications and web publishing standards, processes, and quality assurance practices, including content review, accessibility testing, monitoring, and continuous improvement to ensure public information is accurate, current, accessible, and inclusive.
- Ensure compliance with applicable legislation, including the Accessibility for Ontarians with Disabilities Act (AODA), corporate policies, and standards.
- Build organizational communications capability through training, guidance and coaching for employees who create, approve, or publish Town content, promoting accessible-by-design practices, consistent standards, and shared accountability across the organization.
- Coordinate, monitor and report on Council's Strategic Plan and corporate priorities, including performance measures, key performance indicators, and progress reporting.
- Lead strategic projects, research, policy reviews, and special initiatives identified by the CAO, bringing innovative and forward-thinking approaches to organizational priorities, service improvements, and continuous improvement.
- Lead and support the hands-on delivery of corporate branding, marketing, and promotional initiatives, working across departments to create engaging content and maintain a consistent Town identity across communications channels.
- Build and maintain relationships with residents, businesses, community organizations, government agencies, media, and municipal partners; represent the Town at community events, public meetings, and engagement activities, and identify and support grant and funding opportunities that advance Council and community priorities.
- Participate as a member of the Extended Leadership Team and provide leadership, coaching, and performance management for assigned staff, fostering a culture of innovation, accountability, collaboration, and service excellence.
- Participate as a key member of the Municipal Emergency Control Group (MECG), supporting emergency preparedness and providing leadership for public information, media relations and community communications during emergency response and recovery.
- Prepare and manage assigned operating and capital budgets.
- Perform other related duties as assigned.

POSITION REQUIREMENTS

- Post-secondary degree in Communications, Public Relations, Marketing, Business Administration, Political Science, Public Administration, or a related field. Post-graduate education or a relevant professional designation or certification is considered an asset.
- Minimum five (5) years of progressively responsible experience in communications, public relations, strategic initiatives, or a related field, preferably within a municipal or broader public sector environment.

- Minimum two (2) years of supervisory or management experience, with demonstrated ability to lead, coach and develop employees and build effective teams.
- Demonstrated experience developing and delivering corporate communications, including media and issues management, digital communications, branding, public engagement and communications campaigns, with strong writing, editing and content development skills.
- Demonstrated experience leading public website content governance, digital communications or web publishing, including accessibility, content standards, user experience, analytics and continuous improvement.
- Demonstrated experience leading cross-functional projects and strategic or organizational initiatives from planning through implementation, evaluation and reporting. Project management training or PMP certification is considered an asset.
- Experience working in a growing or evolving organization and developing new communications, engagement or corporate practices is considered an asset.
- Strong knowledge of municipal government, Council processes, strategic planning, public engagement and organizational performance, with demonstrated political acumen, discretion and sound judgment.
- Demonstrated knowledge of accessible communications and digital content practices, with the ability to translate accessibility requirements into practical guidance, training and coaching for employees who create, approve or publish public-facing content.
- Exceptional communication, writing, presentation, facilitation and relationship-building skills, with the ability to influence and collaborate across departments and effectively engage elected officials, employees, residents, community partners, media and other stakeholders.
- Strong analytical, problem-solving and decision-making skills, with the ability to manage competing priorities, navigate sensitive issues and operate effectively in a fast-paced and evolving environment.
- Working knowledge of applicable Ontario legislation and municipal requirements, including the Accessibility for Ontarians with Disabilities Act (AODA), Integrated Accessibility Standards Regulation and Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).
- Proficiency with Microsoft Office, website content management systems, social media platforms and digital communication tools. Experience with graphic design, photography, videography, content creation and digital editing tools is considered an asset.
- Police Record Check satisfactory to the Town.
- Valid Class "G" Driver's License in good standing and access to reliable transportation for business purposes.

WORKING CONDITIONS AND ENVIRONMENT

- This position works 35 hours a week, typically between the hours of 8:30 am-4:30 pm, Monday to Friday, however the incumbent may also work outside of regular business hours to attend meetings and / or urgent matters. This position may also be required to participate in Council meetings as scheduled (typically on Thursdays evenings)
- This position will be required to attend occasional evening and weekend meetings and events. This position is also subject to call-out and extended hours during emergency activations of the Municipal Emergency Control Group.
- This position will be eligible to apply for a hybrid work agreement in accordance with the Telecommuting Policy (currently up to 2 days' remote work per week, subject to annual review)
- Although the primary work location is Townhall in Hillsburgh, this position may also work at other Town locations.

HOW TO APPLY

If you're passionate about joining our growing, innovative team, don't hesitate to apply! Please upload your resume and cover letter in **one document** and label it in the following format ***"Last Name, First Name – Position Title***" (**PDF format is preferred);** we will accept resumes until December 11, 2026 (11:59 PM). Applicant testing and / or presenting will be a component of the interview process. We thank all candidates for their interest, however, only those selected for an interview will be contacted. Candidates who participate in an interview for this position will be notified of the hiring decision within 45 days of their interview, through email and / or phone.

DIVERSITY AND ACCOMMODATION

The Corporation of The Town of Erin celebrates diversity, and we are proud to be an equal opportunity employer. We are committed to creating equitable opportunities and an inclusive environment for all employees and applicants. We make employment-related decisions without regard to race, color, religion, sex, national origin, sexual orientation, gender identity, age, disability, or veteran status. The foregoing represents a reasonable statement of the requirements of this position. We use the information collected in accordance with the Municipal Freedom of Information and Protection of Privacy Act for the purpose of job selection only.

Accommodation is available for all parts of the recruitment process in accordance with the Accessibility for Ontarians with Disabilities Act. Should you require accommodation to participate in the application process, please contact hr@erin.ca. In your email, please ensure the subject line states "Accommodation Request: Position Title". Please be advised that you may be requested to provide supporting documentation to ensure that appropriate accommodation is provided.

USE OF AI DURING RECRUITMENT:

Our applicant tracking system (ADP) includes artificial intelligence (AI) features that may assist staff in reviewing applications, such as highlighting relevant work experience. AI does not make screening, interview, or hiring decisions. All employment decisions are made by Town of Erin staff in accordance with applicable policies and procedures.