



JOB DESCRIPTION COMMUNICATIONS OFFICIAL

EXEMPT - Full Time

Effective as of March 2019

1. Role

The Communications Official creates, promotes, and maintains a positive, pro-active, consistent, and contextual messaging identity for the corporation.

2. Nature and Scope of Work

Reporting to the Chief Administrative Officer and working with Council and the Senior Management team, the position defines objectives, plans, develops, and tactically implements communications policies, strategies, and operational messaging on behalf of the Town. The Communications Official is responsible for the development of communication materials including media releases, stories, briefing notes, web copy, ad copy and design, and (when required) speaking notes. The position measures effectiveness of campaigns and plans against key metrics and uses learnings to improve future campaigns.

The position requires a strong understanding of all digital and social media, including Facebook and Instagram, monitors, analyzes and compiles reports on analytics across all digital platforms, and ensures digital and social content aligns with the Town's social media strategy and brand.

The position undertakes an ambassadorial role with all departments and externally with the public, appropriate stakeholders, and clients of the corporation.

The position acts as Relief Council Clerk as and when required.

3. Primary Responsibilities

Corporate Communications

- Creates and executes a comprehensive annual and cyclical communications plan to support the Town's administrative work plan.
- Serves as the primary media contact for the Town.
- Oversees the creation and implementation of corporate communications associated with cyclical and singular processes, news releases, speeches, key messages, brochures, newsletters, website and social media.
- Establishes and maintains relationships with media to provide positive assistance and communications.
- Monitors local, regional or broader issues, as appropriate.
- Works with all Town departments to create and assist with advertising and marketing a consistent message.
- Maintains a high level of familiarity with Town practices, initiatives, and issues.
- Provides confidential communications advice to Council and management team.
- Supports Council by delivering messages and information to appropriate stakeholders.
- Supports the advancement of Council's Strategic Priorities through aligning communications.

- Provides assistance in coordinating special events and programs designed to meet, highlight, and enhance the Town's corporate citizenship, political or administrative affiliations, or as required for visiting dignitaries and other agencies. Develops, monitors and manages the Communications budget.
- Provides an active role in emergency and crisis communication activities and planning;
- Maintains and oversees the website content and the Weekly News email to subscribers.

Council Clerk Support:

- Attend open and closed Council and Committee meetings as required.
- Takes notes and records minutes
- Create and deliver agenda packages to Council and public

General Administration

- Other duties as assigned

4. Minimum Qualifications

Education and Experience

- Relevant post-secondary education in Communications, Journalism, or Public Relations or other related discipline.
- Minimum of 5 years' related work experience or an equivalent combination of training and experience. Thorough knowledge of the principles, objectives, methods and techniques of communications work relevant to municipal operations.

Communications Specific Skills

- Strong verbal communication skills, substantive editing, strong editorial and writing skills.
- Graphic design, photography and videography skills considered an asset.
- Adobe Suite design knowledge.
- Demonstrated knowledge of digital communications including social media strategies.
- Demonstrated skill and proficiency in email software and web-based applications.
- Knowledge of relevant best practices, including user experience and search engine optimization.
- Skilled in creating a variety of content styles and genres.
- Strong problem-solving approach.
- Ability to produce clear, concise and compelling content.
- Ability to thrive in a challenging and collaborative work environment with changing priorities, to coordinate the work of others, and to publish to deadline.
- Ability to manage workload, prioritize, stay on top of demanding workload and time sensitive efforts.
- Experience handling media relations; experience working independently in a relatively unstructured environment; a broad understanding of media and other communications channels.
- Proven results in issues management, media relations, and social media engagement
Successful candidates will require the ability to multi-task and manage competing priorities in a fast-paced environment.
- CPRS Member

- Excellent interpersonal relations and demonstrated ability to build and foster relationships between groups.
- Build and oversee social media content calendars to determine appropriate timeline for posting, engaging and optimizing content specific to each platform.
- Develop innovative content and social media strategies, work from ideation through to execution.
- Stay up to date on Social Media news, platforms and strategies.

5. Remuneration

Salary is commensurate with education, experience, Pay Range Structure as determined by the CAO, and subject to an approved employment contract.

This Job Description is hereby adopted under the terms and conditions stated above as of this 6th day of March, 2019.

Jon Wilsgard
CAO/Corporate Officer
Town of Golden

A job description cannot predict every eventuality that may occur in the work place. This document is therefore general in nature, may not account for duties that may occasionally be required of the staff member performing the job, and is subject to change pending authorized approval.