



Job Description

Working Title:	CORPORATE COMMUNICATIONS COORDINATOR
Position Type:	PERMANENT
FTE (ie: 1.0, 0.5):	1.0
Classification:	LEVEL 4
Division:	STRATEGIC SERVICES
Department:	OCAO
Reports To:	Senior Communications Officer
<input type="checkbox"/>	New Position
<input checked="" type="checkbox"/>	Update of current position
<input type="checkbox"/>	Significant changes (at least 50% of job has changed) – Job Evaluation required

SECTION 1: PURPOSE OF POSITION

Reporting to the Senior Communications Officer, the Corporate Communications Coordinator will be responsible for the development and execution of internal and external communications and strategies for the Town of Stony Plain. As part of the Corporate Communications team, this position will create and execute effective communications through graphic design, website CMS, print publications, communication plans, social media management, writing and editing of promotional pieces, developing and planning communications around public engagement, supporting with media relations and performing other related functions.

SECTION 2: KEY RESPONSIBILITIES

Time Percentage	Key Responsibility
Click here to enter text.	<ul style="list-style-type: none"> Develop and execute effective communication and citizen consultation; Develop graphics for corporate publications, social media, and print media; Write communication plans, critical timelines, reports, and initiatives; Support the Corporate Communications team with all aspects of the Town's external corporate communications, including strategic communications, media relations, crisis communications, publications and marketing; Assist with the management of the Town's social media platforms; Launch engaging and effective paid social media promotions;

	<ul style="list-style-type: none"> • Manage the creation and editing of print- and digitally based informational, promotional, and marketing materials such as, brochures, advertisements, social media graphics, PowerPoint presentations, etc; • Manage the Town’s website and intranet; • Support the creation of digital media assets coordinating with the Town’s visual identity and branding; • Development and implementation of marketing tools and tactics necessary to promote new and ongoing Town initiatives and projects; • Responsible for the Town’s media relations function including writing news releases, media advisories, public service announcements, statements, speeches, speaking notes, and quotes; • Support the Senior Communications Officer, other Corporate Communications Coordinator and project managers with Communications around public engagement; • Research and compile information and factual content for marketing materials; • Track information, analytics, and performance measurement of marketing and communications campaigns and/or other related endeavours; • Attend, photograph, and promote events via live social media updates; • Provide coverage for the Corporate Communications team when required and within capabilities; • Write and update Communication Policies and Procedures • Other functions as identified by the Corporate Communications Officer and within the scope of this position.
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SECTION 3: SUPERVISION OF OTHERS

Position Title	Direct	General
	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 4: QUALIFICATIONS

<p>Level of education and experience required:</p> <ul style="list-style-type: none"> • Post-secondary degree or diploma from a recognized education institute in graphic design, marketing, or visual communications, communications, public relations, or journalism • Minimum two years in graphic design, marketing, communications, public relations, or journalism; preferably in a municipal setting • Experience working in a political environment • Experience writing and executing communications strategies • Event planning experience is considered an asset

<p>Required designations, licenses, Certificates required:</p> <ul style="list-style-type: none"> • Class 5 Drivers license

Required Knowledge, Skills and Abilities:

- Applied knowledge of all aspects of communication including branding, public relations, issues management, promotion, branding, media relations, public engagement, publication development, special events planning, crisis communications, and online communications and marketing;
- Knowledge of marketing and communications strategies;
- Ability to create and execute communications plans from start to finish;
- Strong knowledge of social media marketing, including scheduling software, analytics assessment, and paid promotion;
- Excellent computer skills; solid understanding of Adobe Creative Cloud products, principally InDesign, Illustrator, Photoshop and Acrobat, MS Office products, principally Word, Excel, PowerPoint, Outlook, and Publisher;
- Well-developed oral and written communication skills; extensive knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar
- Excellent editing skills; demonstrated ability to review and correct written work with a critical eye;
- Demonstrated ability to perform complex and multiple tasks in a rapidly changing, fast-paced environment;
- Ability to organize work and prioritize to meet formal deadlines with continuous interruptions;
- Strong analytical and project management skills;
- Ability to develop and maintain constructive and cooperative working relationships in a team environment involving many internal and external stakeholders;
- Ability to plan effective and organized events;
- Familiarity of Privacy Legislation governing electronic use and maintenance of information;
- Basic photography skills and knowledge;
- Exemplary customer service skills;
- Confident, positive, creative, and energetic personality;
- Ability to complete administrative tasks.

Software/Technology

Experience with the following or similar software and technology is a requirement

- Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn in a business environment
- Social media scheduling programs such as Hootsuite
- Microsoft Office applications
- Graphic building applications such as Publisher, InDesign, and Illustrator
- Digital management assets programs such as Adobe Bridge
- Website CMS platforms such as Icreate

PHYSICAL EFFORT	
<input checked="" type="checkbox"/>	Routine office environment. Limited physical effort. A variety of typical office requirements such as sitting, standing and walking. Limited physical effort. Limited intense visual concentration is required. Infrequent physical effort (lifting, bending, etc); Infrequent peaks of concentration are necessary for short periods from time to time (e.g. several minutes up to half an hour) Interruptions or distractions occur occasionally, but do not interfere with completion of quality of work as the nature of the work is highly repetitive and routine
<input type="checkbox"/>	Moderate physical effort, requires occasional lifting, bending, standing, climbing ladders, etc. Requires extended periods of standing or moving. Manual dexterity can include handling of items or tools of various sizes, sorting or manipulating small parts or materials or tools, where the pace of work can largely be controlled. Intense visual concentration is greater than 50% of the time. Moderate peaks of concentration (e.g. up to half day) are a typical, with some ability to control this by taking breaks from the task. Interruptions or distractions occur frequently and sometimes interfere with output quality or timeliness. Time pressures with the job are noticeable, but are not frequent or significant. May perform a moderate level of heavy physical activities (pulling, lifting, pushing heavy or awkward objects, etc). May require some specialized training and/or use of safety equipment.
<input type="checkbox"/>	Regular, frequent or sustained and considerable physical effort is required with limited opportunities to rest except at scheduled breaks. May require a degree of major physical effort over an extended period of time. Requires frequent or regular considerable moving, standing or heavy physical activities (e.g. lifting, moving, or pulling heavy awkward objects on a regular basis). Typically requires some specialized training (certifications, etc) and/or use of safety equipment. May also require personal protective equipment. Regular, frequent or sustained, and substantial peaks of concentration are a typical throughout the day. It may not be possible to take breaks from tasks due to time pressures and deadlines that often oblige continuation until task completed. Interruptions and distractions occur frequently, and often to significantly interfere with the ability to complete the task correctly/in timely manner and consistently.
WORK ENVIRONMENT	
<input checked="" type="checkbox"/>	Routine office environment. Limited exposure to disagreeable aspects such as noise, heat/cold, dust, fumes, etc
<input type="checkbox"/>	Moderate exposure to disagreeable aspects of the work environment. The job may require occasional exposure, but is limited in terms of frequency, severity, and/or duration. May require some specialized training, and/or use of safety equipment.
<input type="checkbox"/>	Considerable, frequent or ongoing exposure to disagreeable aspects of the work environment. The job requires regular exposure in terms of frequency, severity, and/or duration. Typically requires some specialized training (certifications, etc), and/or use of safety equipment. May also require personal protective equipment.