

JOB DESCRIPTION

Position profile

Position title: Communications and Marketing Coordinator

Division/Department: Administration

Under the supervision of: Chief Administrative Officer - Clerk

Brief description of the position

Reporting to the CAO-Clerk, the incumbent is responsible for producing and coordinating all communications, responding to media and public inquiries, and raising awareness of various municipal initiatives and activities to ensure that the public, municipal staff, local businesses, media, community interest groups and others are aware of them. This person has a clear and consistent understanding of the Municipality's strategies, priorities, programs, and services.

Main responsibilities

- Process all communications such as press releases, website notices and information, speeches and messages for the electronic signage and emergency communication system (Telmatik);
- Manage all social media platforms including, but not limited to, Facebook, Twitter, Instagram and promote a positive image of The Nation Municipality;
- Develop and produce various materials in order to promote the assets of the Municipality;
- Foster professional relationships with various local organizations or provincial and/or federal government departments in relation to the promotion of various programs;
- Working closely with department heads, manage the website to ensure that information is up-to-date;
- Produce all documents in both French and English, and in an accessible format, as needed and required by the AODA;
- Establish and maintain community relations by representing the Municipality at various events;
- Managing advertising budget for local newspapers, local magazines and brochures according to the marketing plan;
- Attend Emergency Control Group meetings as Communications Coordinator and coordinate all matters as directed by the Community Emergency Management Coordinator;
- Work closely with the CAO in setting and achieving goals, priorities and directions for the position;
- Attend Council meetings, if needed;
- Perform all other related tasks;

Required qualifications
Education: College degree in communications and marketing. An equivalent combination of education and experience would also be acceptable.
Experience: 3 years experience
Certification/Accreditation/Professional designation: N/A
Specific knowledge: <ul style="list-style-type: none"> • Exceptional communication skills in both official languages, verbal and written; • Extensive working knowledge of computer software packages including Microsoft Word, PowerPoint, Outlook and Excel, with skills in HTML, Adobe Photoshop and In Design considered a plus.

Required skills and abilities
<ul style="list-style-type: none"> • Ability to work under pressure; • Strong working knowledge of writing for social media platforms and media products; • Politically and culturally sensitive; • Strong creative and problem-solving skills as well as a solid understanding of writing principles, grammar and punctuation; • Superior customer service skills

Working conditions
Physical effort required: Moderate
Specific equipment and machinery to be used: N/A
Special working conditions: <ul style="list-style-type: none"> • Must respond quickly to certain situations to inform the public; • Work outside of normal business hours, if needed;
Weekly hours: 35 hours per week Monday to Friday, Job status: Permanent

Date of last update: August 8, 2022

Please note that the masculine is used for generalization purposes. All expressions designating persons imply both men and woman.

Human Resources Department, Chantal Lauzon