

## Communications Specialist (12-month Contract)

**Position Type:** Temporary, Full-Time (35 hours/week, Monday to Friday, 8:30 am to 4:30 pm)

**Location:** Port Elgin, Ontario

**Salary:** \$38.01 to \$43.19 per hour (depending on qualifications and experience)

**Anticipated Start/End Date:** March 18, 2024, to March 14, 2025

### About the Town of Saugeen Shores:

The Town of Saugeen Shores (“the Town”) is a community poised for growth. We pay careful attention to all we value: our beautiful natural environment, located on the shores of Lake Huron, our waterfront and beaches, our community spirit and sense of pride, our inspired residents, and valued visitors.

Team Saugeen exists to keep our community safe, well-serviced, growing, and vibrant in ways that respect both everyone on the team and the public we serve. We win together.

We constantly collaborate on initiatives to enhance equity and inclusion in the workplace, and in the services and programs delivered to residents.

### What we can offer you:

- Flexible work options.
- Enrollment in the OMERS pension plan.
- A passion for investing in our workforce through learning and development that contributes to a culture of continuous improvement.
- A supportive and collaborative work environment.

### About the Role:

We are looking for an ambitious and articulate individual to join our team. As the **Communications Specialist**, reporting to the Manager, Strategic Initiatives, you will lead internal and external corporate communications for the Town including conceptualizing and implementing a variety of communication tactics. You will design and coordinate communication materials, develop key messages, coordinate media relations, develop strategies and processes for communications tactics, provide regular updates to senior management and Council, and coordinate public engagement.

### Key Responsibilities:

- Advise, train, and coach Subject Matter Experts (SMEs) on when and how to contact/interact with media, particularly with CAO and Mayor.
- Coordinate media and public relations for the organization through positive promotion of the Town, development of key messaging, creation of media materials, and coordination of media interviews and conferences as required.
- Develop proactive communications strategies and tactics to manage sensitive situations, arising crisis, and inquiries more efficiently from the public.
- Prepare presentations, speaking notes, scripts, videos, statements, quotes, etc. for CAO and Mayor.

- Support efficient communication with Council ensuring they remain informed on municipal Major Initiatives and programs and can accurately relay information to the community.
- Act as website administrator which includes managing all modules, approving content, and making updates/changes as required.
- Provide website and social media training to staff as well as ongoing support and coaching.
- Coordinate social media needs from across the organization to plan and carryout scheduling for social media.
- Develop social media content including images, copy and promotions.
- Develop and revisit multi-year Communication strategy under the direction of the Manager, Strategic Initiatives with corporate strategic goals, objectives, mission, and values in mind.
- Develop strategies and tools to advise residents about municipal programs and Major Initiatives, as well as solicit community engagement.

#### **Competencies and skills you bring to the role:**

- **Adaptability:** You can adapt efficiently and effectively in response to new processes and changing circumstances.
- **Communication:** You have proven ability to communicate successfully and confidently both verbally and in writing under tight deadlines.
- **Confidentiality:** You respect and maintain confidentiality and exhibit professionalism in all interactions.
- **Customer Service:** You create a positive experience when interacting with customers through communication, patience, empathy, and technical knowledge.
- **Innovative:** You embrace diverse perspectives and can develop useful ideas that are new, better or unique. You have proven experience in taking creative ideas and putting into practice.
- **Integrity:** You exhibit a high level of integrity and work ethic. You are trustworthy and reliable, and you practice and encourage open and honest communication. You respect and maintain confidentiality and exhibit professionalism in all interactions.
- **Interpersonal Skills:** You exhibit strong interpersonal skills that allow one to work effectively with diverse stakeholders.
- **Time Management:** You have excellent time management skills and can work autonomously and seek out resources independently with limited direction.

**Education and Training:**

- Post-secondary diploma or degree in Communications, Marketing, Journalism, or a related discipline.

**Experience and Knowledge:**

- A minimum of two years of work experience in Marketing or communications.
- Applied experience in graphic design, Adobe, Workpress, and Hootsuite is an asset.
- Applied experience in managing social media platforms for business or non-personal use.
- Demonstrated ability to write news releases and key messages with tight deadlines.
- Knowledge of *Accessibility for Ontarian with Disabilities Act* and web application is an asset.

**Application Process:**

Are you ready to join Team Saugeen? Join us! Click the “Apply Now” link below to submit your application. We thank all candidates for their interest; however only those selected for an interview will be contacted.

**[Apply Now!](#)**

**Application deadline:** February 19, 2024 at 4:30 pm EST

The Town of Saugeen Shores is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environments. We will accommodate the needs of applicants under the *Ontario Human Rights Code* and the *Accessibility for Ontarians with Disabilities Act (AODA)*. The Town of Saugeen Shores will make every effort to accommodate applicants with disabilities in its recruitment and selection process. Please advise of any accommodation measures you may require during our selection process. Information received relating to accommodation needs of applicants will be addressed confidentially.

All information collected is in accordance with the *Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990* and will be used for the purpose of this employment opportunity only.