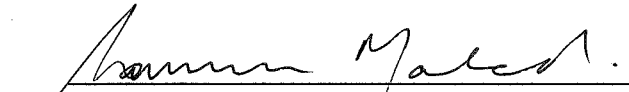


TOWN OF GIBSONS

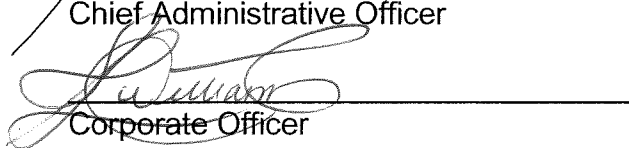
JOB DESCRIPTION

Job Title: Communications Coordinator
Department: Administration
Reports to: Director of Corporate Admin/Corporate Officer
Effective Date: June 20, 2017

Approved by:



Chief Administrative Officer



Corporate Officer

JOB SUMMARY

Reporting to the Director of Corporate Administration, the Communications Coordinator is on the front lines of planning and executing internal and external communication and engagement strategies to advance local, regional and organization-wide initiatives. The Coordinator has superior written, verbal and interpersonal communication skills and is extremely detail oriented, capable of simultaneously managing multiple projects and client expectations.

The Communications Coordinator has a flair for “productive innovation,” meaning he/she brings new ideas for content and communication approaches to the table, but uses intuition and a keen sense of observation to understand what will work for leaders, adapt on the fly, and consistently meet deadlines.

When it comes to writing, the Coordinator does it all – from original storytelling in newsletter articles, video scripts, blogs, speeches and presentations, to succinct operational communication in memos, briefing notes, web copy, intranet updates and more. The Coordinator works with the Director to provide input on communication strategies, but ultimately thrives on implementation, executing on the myriad of communication tools and tactics necessary to engage internal and external audiences on the issues, changes, opportunities and everyday successes happening in the industry.

The Coordinator also has outstanding customer service skills, with the ability to build rapport and trust with a broad group of internal and external stakeholders, and listen closely for insight about what clients really need in order to advance audience engagement.

The Coordinator will attend project and team meetings as required, coordinate special events, conduct interviews and write original copy for numerous communication channels, and liaise with colleagues to assess emerging communication priorities.

Specific Duties and Responsibilities

- develop, coordinate, and, upon approval, implement communications plans and strategies for corporate initiatives in consultation with the Corporate Officer or relevant department manager;
- research, write, produce and execute a wide variety of communications tactics for web, social media, advertising, video and print;
- support Council and Management in preparing for and conducting media interviews;
- write project-specific content and oversee production of communication materials;
- assist in arranging news conferences and other special events;
- monitor and evaluate the effectiveness of communication activities in terms of meeting departmental and/or program objectives;
- to develop and recommend policies and procedures regarding standards for communications and brand imaging;
- Intranet content; and
- Other duties/responsibilities as assigned.

Knowledge, Skills and Abilities

- Superior level of English language communication skills, both written and oral;
- Thorough knowledge of the principles, practices and techniques relating to professional communication;
- Demonstrate good working knowledge of local government and how it operates;
- Experienced in writing and editing for web, print, social media, video and advertising;
- Experienced with using web content management systems to deliver on communication goals;
- Experienced in developing key messaging and media relations strategies;
- Ability to establish and maintain effective liaison and working relationships with a variety of internal and external contacts;
- Ability to develop, coordinate, implement and evaluate strategic communication plans, programs, and activities;
- Experienced in developing and implementing concepts and themes and to research, write, produce and disseminate a variety of communications materials;
- Ability to identify risk to the organization in potentially contentious issues and escalate them to a superior; and
- Experience in developing reports, presentations, correspondence and other related materials.

- Contributes to a team environment by working efficiently, professionally and in a friendly manner, and establishes and maintains a harmonious working relationship with all colleagues.
- Demonstrated computer competency in related business and office suite software programs.
- Capable of simultaneously managing multiple projects.

Typical Duties

1. Prepares updates and regularly reviews content of the Town of Gibsons' corporate website and monitors site for overall cohesiveness and to ensure information is current;
2. Works closely with the Mayor and CAO on news releases and backgrounders;
3. Coordinates Council communication activities as assigned, including but not limited to, arranging public appearances, researching events, preparing speaking notes and media releases, photo opportunities and presentations;
4. Develops strategies and responses to deal with inquiries and concerns from media and the public;
5. Develops strategies to enhance the Town's corporate image;
6. Provides writing and print production support for publications such as the annual report, newsletters and brochures;
7. Scans current news sources and maintains a system to keep Council and management informed on developing issues;
8. Assists other Administration Department staff as required, including drafting correspondence etc.; and
9. Other duties as assigned.

REQUIRED EDUCATION/TRAINING

Education or experience equivalent to an undergraduate degree in a relevant discipline such as Journalism, Communications, Marketing or Public Relations. A strong communicator with five (5) years' recent, related experience. Previous experience working in government, non-profit or a public sector environment is desirable. Must have a valid driver's licence.

REPORTING RELATIONSHIPS

Reports to the Director of Corporate Administration / Corporate Officer (or delegate).

