

TOWN OF NIVERVILLE

<i>Section</i> Personnel	<i>Classification</i>
<i>Subject</i> Director of Communications & Public Relations Job Description	<i>Pages</i> 3
<i>Authority</i> Chief Administrative Officer	<i>Effective Date</i> September 2023
<i>Approved (date and resolution number)</i>	<i>Index Number</i>

POSITION TITLE:	Director of Communications & Public Relations
REPORTS TO:	CAO

POSITION SUMMARY

Leads and oversees all external department communication to provide timely & relevant communication and information to residents, visitors and business owners through a variety of platforms and means.

PRIMARY ACCOUNTABILITIES

1. Utilize, implement, and follow a strategic online content plan, including various media forms such as e-newsletters, content publishing on Niverville's website blog, and social media platforms.
2. Works with the Town of Niverville's management team to make sure all external communication desires are being met for all departments and that staff / council engagement with the community and other stakeholders is continuously reviewed and improved upon.
3. Executing the strategic online content plan and following the plan's calendar schedule.
4. Work with Niverville's marketing agency as required/needed.
5. Ensures a consistent and on-brand online presence through professional and informational content.
6. Create an annual content plan using a content plan template based on the calendar year and the upcoming developments the Town has initiated.
7. Create content and posting schedule for social media platforms like LinkedIn, Facebook, and Instagram that remain consistent across all platforms.
8. Works with the management team to aid in executing their marketing campaigns.

9. Deepen relationships with existing customers, followers and stakeholders to enhance awareness by supplying access to consistent and reliable information about Niverville's progression.
10. Equip existing customers/followers/staff with the information and messaging to enable them to act as brand ambassadors to their networks.
11. Enhance The Town of Niverville's website SEO via traffic, links and customer reviews.
12. Update website content.
13. Other duties as requested by either the Assistant CAO or CAO.

SKILLS REQUIRED

Ability to:

- ✓ Provide Customer and Personal Service – knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- ✓ Organize and coordinate personal office responsibilities.
- ✓ Interpret and make decisions in accordance with laws, regulations, and established policies.
- ✓ Work cooperatively yet independently with other Town employees and the public.
- ✓ Communicate orally, in the English language, with employees and the public in face-to-face one-on-one settings, in group settings, or using a telephone.
- ✓ Comprehend and make inferences from written material.
- ✓ Work effectively under pressure and with deadlines, interruptions, complaints and peak workload periods.
- ✓ Valid Class 5 Manitoba Driver's license
- ✓ Ability to handle confidential or sensitive information with discretion.

TECHNICAL COMPETENCIES

- ✓ A degree or diploma in Marketing, Business, or a related field.
- ✓ 1+ years of experience as a Social Media Coordinator, Marketing Coordinator, or related/demonstrated experience.
- ✓ Familiarity with social media management software solutions and web analytics (Google Analytics) is an asset.
- ✓ Experience monitoring SEO traffic and user engagement.
- ✓ Adept knowledge of social media platforms, such as LinkedIn, Facebook, and Instagram.
- ✓ Experience creating online media content using creative skills to create photos and videos, write blog posts and newsletters, and edit is an asset.

- ✓ Experience creating materials and content for online and print.
- ✓ High written and verbal communication skills.
- ✓ Excellent time management skills with the ability to organize and plan strategic online content plans.
- ✓ High attention to detail, with the ability to multitask.
- ✓ A team player ready to help those execute their marketing campaigns.
- ✓ Previous Office experience desired.
- ✓ Previous experience in a municipal setting is considered an asset.
- ✓ Strong organizational and analytical skills.

CORE COMPETENCIES

- ✓ Integrity & Trust Seen as a direct, truthful individual; widely trusted and adheres to a strong set of core values.
- ✓ Accountability Understands the role of leadership; makes oneself accountable to manager(s)/ supervisor(s) relating to one's work performance.

BEHAVIOURAL COMPETENCIES

- ✓ Interpersonal Skills Relates well to all kinds of people inside and outside the organization.
- ✓ Attention to Detail Ensures information, task or assignment is completed thoroughly and accurately.
- ✓ Conflict Resolution Pursues a variety of approaches to manage and resolve concerns, disagreements, and conflict.
- ✓ Problem Solving Identifies problems and uses logic, judgment, and data to evaluate alternatives and recommend solutions to achieve the desired organizational goal or outcome.
- ✓ Time Management Is conscious of time and work quality and how it relates to task completion, through appropriate communication with supervisors, adequately preparing and following through with assignments in a timely manner.