

MANAGER OF CORPORATE COMMUNICATIONS

Non-Union

Department: CAO's Office

Division: Marketing and Communications

Reports to: CAO

Supervises: Creative Services Coordinator

Position Objective/Summary

Under the direction of the CAO, the Manager of Corporate Communications is responsible for the development and execution of all internal and external Communication strategies, in-line with the Corporation's strategic priorities and objectives. The Corporate Communication Manager is also responsible for the development and implementation of all media and public relations strategies to build brand awareness and engage with the community, corporate partners, stakeholders, and employees. This position will work closely with all levels of management, and all departments to ensure the overall objectives of the Corporation are met.

Duties & Responsibilities

The duties listed are not meant to provide a description of each and every job performed but only those which represent the core functions of the job.

- Develop and maintain communications, marketing, and promotional plans for the Corporation and all related divisions
- Use available marketing and promotional communication tools effectively to assist departments in promoting programs, services, and special events, as well as identify opportunities for innovation
- Coordinate, develop, edit, and circulate marketing collateral distributed by the Corporation (i.e. media releases, public service announcements, e-bulletin blasts, articles, media inquiries, advertisements, radio ads, photos, videos, and other promotional materials for internal and external audiences)
- Work cross-functionally and liaise with all internal departments/divisions to ensure initiatives are communicated both internally and externally effectively
- Consult with staff from departments for content and feedback as necessary to ensure accuracy of information
- Act as a primary point of contact for the media, local advertisers, corporate partners, stakeholders and sponsors

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- Develop and execute proactive media outreach strategies to enhance the City of Port Colborne's brand
- Provide media support, including briefing packages and on-site support to the spokespeople as well as senior management on all media opportunities
- Manage the development and maintenance of communication policies and procedures, including the creation and maintenance of a delegated communication model across the Corporation.
- Enhance relationships with corporate partners and stakeholders and manage proactive and reactive media requests, as well as issues/risk management support
- Respond to inquiries and maintain a high degree of customer service relations and develop key messaging for community engagement, including related communications materials (print media, advisories, bios, web copy, newsletters, frequently asked questions, and social media etc.)
- Responsible for having an awareness of market conditions, competitive positioning and demographics for programs and services offered by the Corporation to ensure customer relations, marketing & promotional materials are responsive to customer and resident needs
- Responsible for attending special events and managing all crisis communications for the City of Port Colborne, including situations that arise after standard business hours
- Monitor expenses against predetermined budgets for all marketing and promotional advertising projects (billboards, banner ads, digital and print media, radio, TV etc.)
- Enhancing relationships with media outlets for all events, programs and services aligned with the Corporation
- Manage external service contracts, suppliers and based upon negotiated deliverables to meet goals and objectives
- Analyze and report digital marketing performance; and provide regular reports with recommendations for improvement and future changes
- Provide support and coordinate input from the department staff as necessary; and perform other related duties as assigned

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- Lead communications growth strategies that encompass a long-standing communications vision for the City, including branding, redesigning the corporate website as needed, developing and updated corporate communications plans, and researching, creating, and implementing communications policies, procedures, and corporate-wide guidelines
- Support the Mayor's office for public speaking engagements, public appearances, social media, and communications best practices
- Responsible for the creation, review and revision of corporate communications guiding documents: communications plan, social media plan, public engagement plan, and more, requiring long-term, big-picture thinking and strategies
- Lead public engagement initiatives through a variety of communications channels such as social media and the website
- Develop internal communications strategies and programs to promote awareness of what is happening within City Hall and around the City

Qualifications:

- A graduate of a post-secondary 3-year diploma program in, marketing, communications, public relations or related disciplines
- Four (4) years' related experience in a similar role, preferably in a municipal or other public sector environment
- Excellent writing and editing skills and grammatical knowledge with the ability to effectively advise others
- Knowledge and experience in creating content using different writing styles for different purposes and for varied media
- Strong consultation skills along with the ability to create shared understanding that meets both project and organizational goals
- Ability to proactively develop positive and professional working relationships with internal and external stakeholders
- Must be a self-starter in developing and implementing work plans and be able to determine organizational needs without benefit of direction from another communications professional

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- Excellent interpersonal, public speaking and customer service skills with the demonstrated ability to exercise tact, leadership, good judgement and diplomacy.
- Ability to demonstrate good team behaviours such as active listening, collaboration, trust building
- Working knowledge of MS Office, Adobe Creative Suite applications, elements of web design or equivalents
- Must be available to work flexible hours as necessary including to attend meetings and special events

Work Demands

- Work will be conducted in an office environment under normal conditions with potential for re-occurring interruptions, phone calls, meeting people on site and/or off site.
- The incumbent must be prepared to also be outdoors during special events on a year round basis and may be exposed to various weather related conditions including extreme temperatures (hot/cold).
- Normal hours of work are 35 hours per week, Monday to Friday from 8:30 a.m. to 4:30 p.m., however, must be prepared to work evening and weekends and on statutory holidays for events.

Position History

October 2023- This Job Description was reviewed for accurate content and AODA compliance.

Reviewed by department and approved by:

Scott Luey – Chief Administrative Officer

Date