

**JOB DESCRIPTION**  
**Corporate Communications**  
**Coordinator**

<b>Department:</b>	Administration	<b>Reports to:</b>	Communications Officer
<b>Effective Date:</b>	January 2020	<b>Supersedes:</b>	NEW – TEMP
<b>Classification:</b>	Non-union, Staff Class NU3	<b>Job Evaluation Date:</b>	January 2020

**SUMMARY:**

Under the direction of the Communications Officer, responsible for supporting all aspects of corporate communications, media and public relations projects and programs, which may include; marketing, written and graphic communications, technology (web and social media platforms) and administrative support for the purpose of fostering and maintaining a positive image for the District.

**MAJOR RESPONSIBILITIES (not limited to):**

- Work alongside of the Communications Officer and department Communication Specialists to coordinate the creation and implementation of communication, media and public relations plans, key messages and materials.
- Assist in responding to public inquiries regarding a variety of District initiatives and activities (i.e. facilities, services, programs, special projects and events).
- Aid in monitoring and updating the corporate website and intranet to ensure it is current, effective and compliant with District policies, public relations practices and accessibility standards.
- Coordinate the administration of all District social media sites in collaboration with internal and external stakeholders.
- Assist in upholding corporate communications policies, procedures and brand standards consistent with the communications strategy
- Provide administrative support and scheduling for meetings including the coordination of training and public relations/media events as required
- Collect, organize and maintain various types of data that will help inform communication strategies and processes
- Maintain the departmental files and record keeping systems
- Work safely and in compliance with relevant statutes and regulations and within the safe work procedures and directives as established by the District.
- Other related duties or special projects, as assigned.

**EDUCATION, EXPERIENCE & QUALIFICATIONS:**

- Graduation from a post-secondary program with formal courses in public relations, communications, marketing, or a related discipline
- Six to twelve months related experience in the communications field, an asset.
- Above average oral and written communication skills along with strong interpersonal skills.
- Demonstrate flexibility and adaptability to contribute innovative and imaginative solutions to a wide variety of projects in different topic areas with varying timelines.
- Broad knowledge of print, graphic, social media and other digital media.
- Demonstrated ability to effectively utilize relevant software applications.
- Ability to work both independently and as a team member within multi-disciplinary working groups
- Ability to travel throughout Muskoka for work related events/ purposes.

## **DECISION MAKING & INDEPENDENCE:**

This position works under the general direction of the Corporate Communications Officer, and will also receive instruction and guidance from the departmental Communication Specialists on various projects and initiatives.

This position works within the framework of the District's Corporate, departmental and divisional policies, directives, guidelines and objectives, as well as within standards set out by the various government Ministries.

This position will:

- Uphold Corporate standards, visual identity and branding
- Make decisions usually by selecting from one of several optimal solutions and make recommendations to management for approval
- Use judgment to determine work processes but situations will generally be covered by policies and procedures
- Use creativity to design new, or augment existing, marketing and communication tools
- Escalate non-routine issues or decisions to a more senior level individual for resolution

Errors could result in misinformation being shared internally or externally but work will be closely monitored for accuracy by the other Communications personnel.

## **FINANCIAL RESPONSIBILITY**

This position is not directly responsible for the management of a budget, measuring financial performance or budget reviews. This position is expected to follow appropriate procedures and policy in regard to approval for expenditures and purchases, including appropriate supervisory approvals.

## **SUPERVISORY RESPONSIBILITY:**

This position is not directly responsible for the management or supervision of other employees but is anticipated to provide functional knowledge and training to other employees, including students/ interns.

## **CONTACTS:**

### **Internal:**

Daily, routine contact with District staff at the corporate, department and division levels to share information (in-person, telephone and via email)

### **External:**

Frequent contact with representatives from outside agencies and media partners to access and or provide information and resources (predominantly telephone and via email with some in-person).

## **PHYSICAL / PSYCHOLOGICAL DEMANDS & WORKING CONDITIONS:**

### **Physical Effort:**

Most of the time is spent in a shared office environment with frequent opportunity to move about. Some travel will be required to attend meetings across the District of Muskoka, or beyond. All travel is expected to be exclusively within the Province of Ontario with minimal need, if any, for overnight stays.

### **Psychological/Sensory Demands:**

- This position will require visual attention and concentration i.e. reading and writing without interruption to review and consolidate data and to produce end product results.
- Concentrated effort will be required during collaborations with colleagues and various stakeholders for such purposes as collaboratively developing and delivering communications plans and related analysis, seeking consensus, or helping to resolving issues with stakeholders.

**HEALTH & SAFETY RESPONSIBILITIES (for workers):**

- Work in a safe manner that is in compliance with the Occupational Health & Safety Act and policies/procedures of the District;
- Participate in health and safety-related training;
- Wear or use the required protective equipment, clothing and/or devices;
- Report injuries, hazards, or equipment defects.