



The Municipality of
**SOUTH
DUNDAS**

Job Description

Job Title: Communications Coordinator	Last Revision Date: January 2023
Reports to: Clerk	Approved by: Council
Wage Level: Pay Grade 3 (\$59,251 - \$70,371) (<i>Pending Job Evaluation</i>)	Effective Date: January 2023

Position Summary: The Communications Coordinator is responsible for developing and implementing municipal communications and marketing initiatives of the Municipality, including content development, social media management, graphic design, and supporting a wide range of communication services.

Duties & Responsibilities:

- Develop, edit, and publish news releases, advisories, newsletters, municipal advertisements, and other written communications.
- Maintain social media communications and channels.
- Ensure information on the municipal website is current, timely and accurate.
- Maintain ongoing awareness of the evolving political environment, emerging issues, projects, and events to proactively ensure communications activities are timely and appropriate.
- Work across all Municipal Departments in developing campaigns and strategies to support corporate initiatives.
- Act as the lead staff on all Municipal branding and visual identity strategies.
- Write and edit communications pieces including E- Newsletters, advertisements, Tax Inserts, Brochures, Posters, etc.
- Analyze and assess web and social media statistics, with an eye to augmenting exiting links with the general public.

- Write and edit content for web using industry best practices (SEO, Metadata, ALT Codes, AODA compliance standards).
- Advertise in strategic tourism publications to promote the region.
- Participate in regional tourism activities as required.
- Leader in creating Grant & Subsidies applications.
- Develop and maintain relationships with local media, including monitoring local and regional coverage of municipal events and storylines.
- Acts as the municipality's Emergency Information Officer; participates as a member of the Emergency Management Planning Committee.

This job description is intended to summarize the responsibilities of the job and is not a comprehensive list of all duties to be performed.

Skills & Knowledge:

- Effective computer skills and practical experience working with website content management systems (i.e., Drupal), social media platforms and strategic implementation of website and social media content.
- Graphic Design Skills are an asset.
- Practical experience with the preparation of media releases, speeches and presentations.

Education & Experience: Post-Secondary Degree/Diploma in Communications, Professional Writing or Public Relations. Municipal/senior government experience/education considered an asset.

Application Deadline:

The Municipality of South Dundas is an equal opportunity employer and encourages applications from all qualified individuals. During the recruiting process, accommodation for applicants with disabilities is available upon request.

Applications will be accepted until January 27, 2023, at 4:30 pm. Please send resume to hr@southdundas.com. We thank all candidates for their interest, however, only those selected for an interview will be contacted. No telephone calls please.

Personal information submitted will be used for the sole purpose of this competition. It is collected under the authority of The Municipal Act, RSO 2001, and will be used in accordance with The Municipal Freedom of Information and Protection of Privacy Act for employment purposes.