

City of Castlegar  
POSITION DESCRIPTION

<b>POSITION TITLE</b> <b>COMMUNICATIONS MANAGER</b>	<b>DATE</b> May 2019
<b>DEPARTMENT</b> Administration	<b>REPORTS TO:</b> Chief Administrative Officer

**SUMMARY**

Reporting to the Chief Administrative Officer, the Communications Manager will work closely with all departments to deliver public awareness campaigns, civic advertising, and community engagement in digital and print formats. This role is responsible for developing and implementing the City's corporate communications policies and programs that support organizational priorities and objectives. The Communications Manager will have a strong strategic and community relations focus, will conduct research and prepare recommendations for digital communication and public participation activities, will coordinate the City's digital content, and provide support and advice to all levels in the organization.

**KEY RESPONSIBILITIES AND DUTIES**

1. Develops, implements, coordinates and evaluates communications and public participation plans, activities and strategies that support organizational priorities and objectives including increasing the public's awareness regarding Council initiatives, services, programs, projects and public engagement events through a variety of mediums.
2. Assists with developing and establishing departmental methods and procedures and provides input on the development of new or revised policies.
3. Works with departments in developing key message strategies and identifying opportunities for proactive communication for City programs, services, special events, projects and accomplishments.
4. Assists the Chief Administrative Officer and City with communication needs of Council, staff and City departments.
5. Preparation of, and planning for, special events including creation of event plans and materials, managing logistics and pre-event site visits, sourcing of materials, liaising with staff, other levels of government or government agencies, and confirming protocol and procedures.
6. Expected to attend Council meetings, (including in-camera meetings with Council as required) and special events to provide communications and media relations support as required.
7. Provides support to Senior Staff in the preparation of information and presentations to council, the public or other agencies. Acts as a resource person at various venues and administrative meetings and prepares display materials for presentation at public information meetings, open houses and other events as required.

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8. Conducts research, identifies new opportunities and prepares recommendations to enhance the City's digital strategies.
9. Coordinates the functions and content for the City's website and social media sites and ensures that website content is up-to-date. Evaluates the effectiveness of web content and makes recommendations on new web technologies and enhancements, including navigational improvements and online application processes, search engine optimization and user experience enhancements.
10. Researches, reviews, writes, manages the content and layout, edits and publishes clear, timely, engaging and concise content for the website, social media, newsletters and other corporate publications such as elections, referendums, Strategic Plan, Financial Plan and Annual Report.
11. Researches and provides media monitoring briefs for Council, Directors and Senior Staff and assists in the development of issues management plans and key messages.
12. Assists in the drafting and development of news releases, media advisories and strategic responses to media inquiries.
13. Develops and maintains effective working relationships with a variety of staff, key stakeholders, elected officials, and external contacts and provides recommendations and assistance under tight timelines.
14. Performs other related duties as required.

#### **REQUIRED KNOWLEDGE, ABILITIES AND SKILLS**

1. Superior interpersonal and communication skills are essential.
2. Strong problem solving and analytical abilities combined with the ability to produce effective products and campaigns.
3. Ability to be self-directed, organized, results focused and detail oriented while working under pressure and managing competing priorities.
4. Exceptional research, writing, proofreading and editing skills for a variety of communications mediums.
5. Excellent computer skills are required, preferably in web-based communications, presentation programs and desktop publishing.
6. Demonstrated ability in website and social media management.
7. Proven capability to maintain confidentiality, manage sensitive information and to exercise a high degree of tact, diplomacy and discretion.

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**QUALIFICATIONS AND EXPERIENCE**

1. Under graduate degree in communications, public relations, journalism or related field.
2. A minimum of three (3) years prior job related experience, preferably in a local government environment. Experience working with other levels of government would be an asset.
3. An equivalent combination of education and experience may be considered.
4. Valid BC Driver's License.
5. Certification in IAP2 or familiarity with IAP2 best practices would be an asset.