

MANAGER OF SPECIAL INITIATIVES AND COMMUNICATIONS

Municipality of the District of Guysborough

TITLE: Manager of Special Initiatives and Communications

STATUS: Full Time Permanent

HOURS: Regular hours, Tuesday to Friday or Monday to Thursday
8:00 AM to 5:00 PM.
Evening and weekend meetings as required
Overtime as required

REPORTS TO: Director of Economic and Community Development/CAO

POSITION SUMMARY:

Reporting to the Director of Economic and Community Development, the Manager of Special Initiatives and Communications will work closely with the Director, CAO, Council, and Sr. Staff to promote Council priorities through the advancement of special initiatives out in the community; and will be the lead in providing direction on the Municipality's public relations and marketing efforts.

KEY WORKING RELATIONSHIPS:

Internal:

- Council
- All Municipal Departments

External:

- Public/Citizens
- External Organizations, Businesses and Media

QUALIFICATIONS:

Education and Experience:

- Bachelor's degree in Public Relations, Communications, Marketing, Business, or other demonstrated related discipline.

- Minimum of 3 to 5 years experience in the communications and marketing area of work responsibility.
- Suitable combination of experience and education may be considered.

Technical Knowledge:

- Understanding of municipal, provincial, and federal government structure.
- Demonstrated ability to work with members of the public, corporate clients, and internal colleagues.
- Strong working knowledge in computer software applications that support the communications area of responsibility; and preferably have a 'design flair'.

Competencies:

- Research, analyze, interpret, summarize and present administrative and technical information and data in an effective and unbiased manner.
- Write clear and concise reports, memos, letters and other correspondence.
- Collaborate with diverse stakeholders.
- Strong project management and research skills with the ability to operate within tight timelines and budgets.
- Ability to foster healthy and positive working relationships, both internally and externally.

Special Requirements:

- Required to maintain confidentiality and discretion.
- Required to submit a current Police Records Check.

RESPONSIBILITIES/ACCOUNTABILITIES:

- Under the direction and guidance of the Director, prepare Council reports and recommendations as required.
- Prepare new policy and suggest amendments to MODG policies as required.
- Attend Council as required, and Senior Staff meetings.
- Prepare and present comprehensive reports and recommendations on assigned projects and on projects initiated by your department.
- Ensure the timely completion of all projects initiated in conjunction with Council and other Departments
- Establish solid networks with community and business groups, as well as the general public.
- Correspond with stakeholders, including Provincial and other Municipal agencies as required.

Special Initiatives and Projects

- Participate in the development of the Municipality's goals, objectives, policies, and priorities.
- Participate in strategic planning processes and help implement initiatives in your area of responsibility.
- Work with community groups in the non-sporting community who wish to advance causes and initiatives that are important to the future development of MODG and that fit with the goals and objectives outlined in the Municipality's strategic plan.
- Lead the full implementation of the Municipality's Equity, Diversity, Inclusion and Accessibility policies; and work directly with the committee while providing administrative support.
- Help build on our relationship with our African Nova Scotian Community and First Nations.
- Research, evaluate, and communicate funding opportunities available to support the municipalities strategic goals, projects and programs. Build proposals and applications for such funding and drafting funding requirements for Council approval as required.
- Research and analysis of concepts aligned with MODG's strategic priorities. Conduct environmental scans for best practices across municipalities and sectors when required.
- Identify and communicate with stakeholders, government departments and organizations to enhance strategic projects through partnerships, collaboration, or otherwise.
- Work with the Director, Sr. Staff, Council, and the GDBP Executive Director to execute initiatives and strategies that help stimulate business activity.
- Assist, liaise, and support economic development priorities.
- Represent MODG on community liaison committees as assigned by the Director.

Communication:

- Creates, manages, and leads the implementation of the Municipality's communications plan, strategy, and policies.
- Develop, maintain, implement, and ensure effective communication and messaging strategies are provided to ensure accurate messaging to the public and all internal and external stakeholders.
- Develop and implement strategic public and stakeholder engagement plans and campaigns for strategic projects that foster positive relationships and promote collaboration.
- Drafting and/or reviewing public communication materials when required.
- Ensuring all MODG materials have consistent and positive messaging and branding.
- Develops strategies and ensures information released by the municipality is consistent and adheres to the communications plan.
- Create and implement a year-end report of the Municipality's work for broader circulation.
- Oversee the development, design, and quality of information presented on the Municipality's website, newsletter, and other key communication vehicles.

- Develop a strong and competent relationship with Media & Communication Agencies.
- Acting as the lead for organization of media, direct marketing, and public relations campaigns.