

TOWNSHIP OF SOUTHGATE

JOB DESCRIPTION

Date of Update: March 2024	Communication & Strategic Initiatives Officer
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SECTION A: POSITION DESCRIPTION

1) Position Identification

The purpose of this section is to determine your current position within the organization.	
Job Title: Communications & Strategic Initiatives Officer	Supervisor's Job Title: CAO
Standard hours of work per week: 35 hours per week	Eligibility to Group Insurance: Yes Eligibility to OMERS: Yes
Location of Position: Hopeville Administration Office	Department/Division: Administration
Employment Status: Full Time Salaried Position	Pay Band: 8

2) Scope of Position (A maximum of three sentences.)

Reporting to the CAO, the Communications & Strategic Initiatives Officer delivers effective communication programs for internal and external communications with measurable outcomes, while ensuring alignment with the Township of Southgate's Community Strategic Plan. This position will work collaboratively with departments across the Township in developing strategies and campaigns and will be the lead on municipal branding and visual identity. This position will oversee the municipal website, social media and all other communications and publications, including drafting media releases, speaking notes, conference delegation materials, etc.

This role will be guided by the goals and objectives of the Community Strategic Plan and committed to the core values of Community, Equity, Diversity, Inclusion and Accessibility, Collaboration, Reliability and Integrity.

Key Responsibilities	Tasks	Percent of Time
Communications	<ul style="list-style-type: none"> - Develop, implement and evaluate strategic communications programs that are aligned with business goals and support organizational objectives. - Write and edit presentations, speeches, and other communications materials for senior leadership. - Incentivize collaboration and communication internally and advance two-way dialogue. - Oversee the municipal website, social media and all other communications and publications; both internally and externally. - Responsible for timeliness and accuracy of the Township website. - Oversees all corporate communications, including key message development for external stakeholders (eg. citizens, media) and internal stakeholders and including policy and procedure development related to communications, for matters that have Township-wide implications. - Monitor and assist in the response to local and public sector issues that have the potential to affect trust and reputation. - Work with staff authors to ensure AODA compliance, accuracy and appropriate tone of materials. - Responsible for posting, monitoring and responding to social media messages, as appropriate. - Lead municipal branding and visual identity. - Oversee marketing materials including but not limited to municipal signage, promotional products, printed materials, newspaper advertisements, internal and external templates, flyers, tax bill inserts, etc. - Create communications plans and oversee implementation of plans on behalf of the CAO's office. - Participate in media relations activities. - Stays abreast of the most current and progressive communication practices to determine new, engaging, and effective methods and tools to communicate. - Build engagement initiatives with teams to assist in developing an engagement strategy. 	50%
Strategic Initiatives	<ul style="list-style-type: none"> - Provide experience-based, judgement-driven advice to leaders and employees regarding projects and strategic initiatives. - Support and coach leaders and employees to help the businesses of the organization achieve their objectives. - Build options and recommend solutions that strengthen existing partnerships and foster new relationships with both internal and external stakeholders. - Strategically evaluate the Township's projects and initiatives, to ensure alignment with Southgate's Community Strategic Plan. 	50%

Key Responsibilities	Tasks	Percent of Time
Other	<ul style="list-style-type: none"> - Recommend program-specific policies and oversee priority projects. - Assist with project management of strategic initiatives by scheduling, assigning, and reviewing work execution. - Research industry standards, corporate policies, legislation and government initiatives as they relate to the Township and their objectives. - Promote and facilitate corporate-wide collaboration and alignment. - Prepare and present reports, presentations, and recommendations to management and executive leadership. - Support, track, monitor and report on progress of these strategic actions to the leadership team. - Develop, manage, and support the development of integrated and coordinated corporate business planning to guide delivery of core services, Council priorities and Strategic Plan implementation. - Identify and manage risks and barriers to the implementation of strategic initiatives. - Conduct research and gather data to support strategic decision-making. - Performs other duties that are assigned by supervisor and/or CAO. 	

SECTION B: SKILLS

1) Formal Education and External Training

Highest level required	Specific Specialty or Degree? (List)
<input checked="" type="checkbox"/> High School	
<input type="checkbox"/> Vocational School	
<input checked="" type="checkbox"/> Community College	- Post secondary education in relevant discipline such as Communications, Public Relations, Marketing or suitable equivalent.
<input checked="" type="checkbox"/> University Degree	Project Management and/or Business Administration training an asset.
<input type="checkbox"/> Individual Courses	
<p>Is it a requirement of your job to keep "up-to-date" by reading or taking courses/seminars?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Discuss: As required for position.</p>	

2) Required On-The-Job Training

Specific Internal Training	Months to Complete
Records & Information Management	6 Months
Access & Privacy	6 Months
Open Data/Open Government	6 Months
AODA	Immediately

3) Work Experience

Experience	Minimum Years Required
<ul style="list-style-type: none"> - Municipal administration 	1-3 years
<ul style="list-style-type: none"> - Project management & research 	2 years
<ul style="list-style-type: none"> - Knowledge of and demonstrated ability in corporate core competencies including customer service, communication, teamwork, initiative/self-management, accountability, flexibility and adaptability 	2 years
<ul style="list-style-type: none"> - Excellent analytical skills showing good judgement, sound problem solving and conflict resolution abilities 	2 years
<ul style="list-style-type: none"> - Computer literacy and proficiency utilizing MS Office software applications and adaptability to program specific software 	2 years
<ul style="list-style-type: none"> - Demonstrated organizational skills to meet strict and time sensitive deadlines 	2 years

4) Other Key Skills:

<ul style="list-style-type: none"> - Good organizational and analytical skills. - Project management and time management skills. - Good communication and interpersonal skills. - Computer and software application skills. - Team player.

5) Key Relationships (Contacts)

Internal Contacts	Frequency	Purpose	Method
Subordinates	N/A		
Co-workers (my dept.)	Frequently		
Co-workers (other dept.)	Frequently		
Supervisor (my dept.)	Frequently		
Supervisor (other dept.)	Frequently		
Depart. Head (my dept.)	Frequently		
Depart. Head (other dept.)	Frequently		
Staff in other municipalities	Occasionally		
CAO	Frequently		
Other: Specify Below			

External Contacts			
Ratepayers	Occasionally		
Children/Students	Seldom		
Seniors	Seldom		
Supplier	Seldom		
General Public (Not residents)	Occasionally		
Business representatives	Seldom		
Consultants	Occasionally		
Planners, etc.	Seldom		
Auditors	Seldom		
Solicitors	Seldom		
Funding Organizations	Seldom		
Government Officials	Frequently		
Boards	Seldom		
Council (your own)	Occasionally		
Council (other municipalities)	Seldom		
Media	Frequently		
Ratepayers Groups	Occasionally		
Interpersonal skills: Ability to maintain confidentiality. Ability to communicate effectively, both orally and in writing. Ability to establish and maintain effective working relationships with other employees, elected officials, community groups, and the general public.			

6) Decision Making

Works with detailed, complex, and sensitive materials and must exercise considerable judgment, diplomacy, and human relation skills in dealing with complex problems relating to day-to-day operations.

7) Problem Solving Responsibilities

Analyze, evaluate and determine a solution for policies in place. Strong problem solving skills required.
Final decision making approved by supervisor for complex or sensitive issues.

8) Equipment & Technology Utilized

Computer and other standard office equipment
Advanced Software knowledge (Adobe Pro, task oriented software, graphics, etc.)

SECTION C: RESPONSIBILITY

1) Program Delivery

Develop, manage, and support the development of integrated and coordinated corporate business planning to guide delivery of core services, Council priorities and Strategic Plan implementation while overseeing all communications of the Township.

2) Impact and Accountabilities

Accountable to CAO.
Errors can have an adverse impact on Township's public image.

3) Supervision

Direct Subordinates – Job Titles	Number of Staff
Indirect Subordinates – Job Titles	Number of Staff
Provides training/instruction to others – Indirect Subordinates -Job Titles	Number of Staff
All staff	65

4) Material and Information Resources

Municipal Act
Southgate Community Strategic Plan
Southgate Policies and Procedures

5) Financial Resources

This position will have minimal financial resources.

SECTION D: WORKING CONDITIONS

1) Physical Environment

Rate the amount of each of the following working conditions that you are exposed to on the job from a scale of 1 to 5, where 1 represents no exposure, 3 represents some exposure and 5 represents continuous/regular exposure.

Condition	1	2	3	4	5
Sitting				x	
Standing		x			
Noise Exposure		x			
Adverse Temperature		x			
Pushing/Pulling		x			
Lifting/Carrying		x			
Dust		x			
Odors		x			
Other (Specify)					

Physical Aspects					
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2) Health & Safety Hazards

Sitting for long periods. Minimal physical hazards.

Health and Safety Responsibilities

Responsible for performing duties in a Health and Safety conscious manner.

3) Travel

Attend workshops, training, meetings, as required.

4) Driving

Usually within the Municipality and as required outside the township to meetings, offsite training & seminars, conferences, etc.

5) Mental Environment

Busy office environment; distractions and interruptions, background noise.
Shift attention from one task/activity to another.

SECTION E: EFFORT

1) Mental Effort

Multiple tasks and projects with demands for deadlines.
This position requires of mental effort to manage multiple projects and tasks at once with deadlines.

2) Physical Effort

Minimal physical effort.

SECTION F: ADDITIONAL INFORMATION

The Township of Southgate is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance. This document can be made available in other accessible formats as soon as practicable and upon request.

Supervisor Comments

I have reviewed this job description with the employee and make the following comments.

Job Position: _____ **Date Completed:** _____

Signature

Supervisor: _____ **Date Completed:** _____

Signature

CAO: _____ **Date Completed:** _____

Signature