

## Job Information

Job title	<b>Communications Specialist</b>		Job Code: COMMSP	Pay Grade: N
Title of immediate supervisor	Communications Manager			
Department/Division	Corporate Services / Communications			
Prepared by	Kelsie McLeod			
Date Created	October 16 2017	Revised date		
Dept Head Signature	Originally signed by Laura Ciarniello	Date	Oct 17/2017	

## Job Purpose

Develops, implements, co-ordinates and evaluates communications plans and strategies that support organizational priorities and objectives. Conducts research and prepares recommendations for digital communication and public participation activities. Oversees the District's digital content, including the District's website, Intranet, and social media sites. Provides expert advice and training to all levels in the organization, and external clients.

## Duties and Responsibilities

- Develops, implements, co-ordinates and evaluates communications and public participation plans, activities and strategies that support organizational priorities and objectives. Ensures plans incorporate media, digital and social media aspects.
- Conducts research, anticipates new opportunities and prepares recommendations to enhance the District's digital strategies.
- Oversees all functions and content for the District's website, Intranet site and social media sites.
- Researches, reviews, writes, edits and publishes clear, timely, engaging and concise content for websites, social media and the employee newsletter.
- Ensures consistency and compliance with organizational standards by working with web authors to keep online information current.
- Provides recommendations, regular training, ongoing guidance and assistance to web authors in a decentralized model.
- Reviews and makes recommendations regarding website content compliance with W3C international web standards including content used on mobile devices.
- Identifies and implements web design and navigation improvements, including search engine optimization and user experience enhancements.
- Monitors and evaluates the effectiveness of web content and makes recommendations on new web technologies and enhancements, including navigational improvements and online application processes, to improve communication, customer service and accessibility.
- Remains current in online and digital trends, products, best practices, and brings forward ideas and programs that will improve the communications platform and overall organizational communication strategy.
- Manages the District's online presence and reputation by developing social media enhancement strategies, responding to public inquiries and taking appropriate action.
- Researches, creates strategy, develops and monitors social media advertisements to support communications efforts and public participation plans.
- Researches and produces media monitoring reports for Council, directors and senior staff; identifying potential issues and assists in the development of issues management plans or key messages.
- Assists in the drafting and development of news releases, media advisories and strategic responses to media inquiries.

- Develops effective working relationships with a variety of staff and external contacts and provides recommendations under tight timelines.
- Develops and establishes departmental methods and procedures, and provides input on the development of new or revised policies.
- Monitors departmental communications material and takes appropriate action to ensure consistency with the Visual Identify Program.
- Performs other related duties as required.

### **Qualifications**

- Bachelor's degree in communications/public relations, or related field.
- Two year's recent work experience – within the last five years - in a similar communications role.
- An equivalent combination of education and experience may be considered.
- Superior interpersonal and communication skills.
- Exceptional research, writing, proofreading and editing skills for a variety of communication mediums.
- Able to translate multifaceted concepts into plain language for different audiences.
- Able to communicate effectively with all levels of the organization; able to determine the needs of other departments by asking the right questions, listening and confirming before acting.
- Excellent critical thinking skills coupled with the ability to produce effective products and campaigns.

### **Physical Requirements**

No physical activity required.

### **Working Conditions**

Works in an office environment.