



POSITION TITLE:	Communications Coordinator
REVISION DATE:	April 2021
REPORTS TO:	Communications Officer
SUBORDINATE POSITIONS:	None
POSITION SUMMARY:	The Communications Coordinator is responsible for assisting with the communications and marketing initiatives of the Municipality. This includes content development, social media management, graphic design and supporting a range of communication services for the Municipality to ensure internal and external communication efforts are effectively coordinated.

TASK NO.	DESCRIPTION
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Position Descriptions are intended to provide an outline of the general areas of responsibility and duties associated with a given position. Position descriptions are not intended to capture the full breadth of tasks and/or assignments an employee may be directed to complete at any given time. The MEH reserves the sole and unfettered right to make changes to this position description, as required by the organization, without impact upon the employment relationship.

JOB DUTIES & RESPONSIBILITIES

1. Communications (55%)

- 1.1. **Communications** - Act as a resource for departments in planning and implementing departmental Communications Plans. Review and recommend edits to communications drafted by others in the organization.
- 1.2. **Social Media** - Administer various social media channels used by the Municipality including Facebook, Twitter, Instagram and YouTube. Analyze social media activities for reach and effectiveness, and make recommendations around continuous improvement for activities and campaigns. Work with other departments on social media campaigns including content generation, prioritizing and scheduling on behalf of the entire organization.
- 1.3. **Project Communications** - Work with internal and external Project Managers to ensure communications plans are developed using best practices, coordinated internally and carried out for Municipal projects.
- 1.4. **Brand and Visual Identity** - Ensure compliance to Brand and Visual Standards and that the brand voice and messages are delivered consistently and effectively.
- 1.5. **Web Content and Online Campaign Support** - Act as a content contributor for the CAOs office in accordance with policy and under the direction of the Communications Officer. Act as back-up webmaster. Provides web and online content planning support to the webmaster and departments, including editing and advice on content requirements for campaigns and how best to ensure Search Engine Optimization (SEO) for content plans and page content.

2. Marketing (35%)

- 2.1. **Marketing** - Assist departments with identifying, planning and implementing marketing initiatives that will further the goals and objectives of Council's Strategic Plan. Specifically, the Communications Coordinator is responsible for the ongoing marketing of the East Hants Aquatic Centre and related recreation programs in consultation with the aquatics staff.
- 2.2. **Creative Design** - Coordinate the design and production of promotional materials including multimedia tools, print and electronic advertising campaigns, social media, promotional items, video production, photography/image development, posters, pamphlets, and other marketing materials.
- 2.3. **Investment Sales Support** - Provide support to the Economic & Business Development team to market East Hants business parks and community assets.

3. Other Related Duties (10%)

- 3.1. **Privacy/Ombudsman/EMO** - Support the Communications Officer in activities around Privacy, Ombudsman services, and the EMO.
- 3.2. **Special events** - assist and/or lead the coordination of special events and announcements, e.g. funding announcements, official openings, public information meetings etc.
- 3.3. **Other** - As assigned by the Communications Officer.

REQUIRED QUALIFICATIONS AND TRAINING

Education and Experience

- University Degree in communications, public relations, marketing or related field, or an equivalent combination of education and experience
- 2 years related experience in communications or marketing

Knowledge, Skills, Abilities

- Excellent writing and editing skills and grammatical knowledge with the ability to effectively advise others and support their writing efforts.
- Knowledge and experience in creating content using different writing styles for different purposes and for varied media.
- Strong understanding and direct experience in online communications, including how to develop effective online content and campaigns to support business goals. Knowledge of trends, behaviour and needs of online audiences is essential.
- Excellent organizational, research and time management skills with the ability to prioritize multiple tasks paying close attention to detail and deadlines.
- Proficiency in Microsoft Office products required.
- Knowledge of graphic design programs.
- Self-starter with excellent interpersonal, public speaking and customer service skills with the demonstrated ability to exercise tact, leadership, good judgement and diplomacy.
- Ability to demonstrate active listening, collaboration and trust building skills.

- Knowledge of various social media platforms, including, but not limited to, Facebook, Twitter, Instagram, Wordpress etc.

Working Environment

- This position qualifies for overtime pay.
- The workload of this position is unpredictable and requires excellent time management.
- This position must deal with highly-sensitive information in a confidential manner.

I hereby certify, to the best of my knowledge, the information provided regarding this job description is complete and factual, and accurately describes the work performed.

<i>Employee's Signature</i>	<i>Employee's Name (print)</i>	<i>Date:</i>
<i>CAO's Signature</i>	<i>CAO's Name (print)</i>	<i>Date:</i>