



The Corporation of the Town of Cobourg

COMMUNICATIONS COORDINATOR – COMMUNICATIONS DEPT.

PERMANENT FULL TIME

The Corporation of the Town of Cobourg has an opening for a permanent full time Communication Coordinator – Communications Department.

Reporting to the Manager of Communications this positions will be responsible for providing communications expertise and support to the Communications Department and Manager. Overall responsibilities include the continued execution of internal and external communication programs, including media relations, communication product content development and production, coordination of website and intranet content and design, public relations and marketing activities.

Responsibilities:

Essential Duties & Responsibilities:

- Provide communications and administrative support to the Communications Department in regards to both internal and external communications.
- Assist in the delivery of communications plans, presentations and reports.
- Assists with the coordination and facilitation of special events that come through the Communications Department, meetings, and activities for the purpose of ensuring these activities are well planned and operate smoothly.
- Facilitate effective internal communication programs and plans.
- Assist in the delivery of municipal public relations events such as the Civic Awards, employee appreciation and recognition events.
- Update databases and media distribution lists.
- Monitor and analyze media coverage to assess the effectiveness of communication efforts.

Digital Communications - Web, Intranet and Social Media

- Ensure the Town of Cobourg's website, intranet and social media channels have regular, quality content posted featuring our diverse programs, services and accomplishments.
- Assist in creating dynamic campaigns for web and social media using tools such as Hootsuite, WordPress and Mailout.
- Media monitoring (daily media clipping report) and social media analytics.
- Develop and maintain digital asset database (photo and video content for web/social media).

Writing and Editing

- Create original content for newsletter articles and other written communications.
- Proof advertising and other promotional / marketing materials for grammar, readability, and adherence to corporate communications requirements including branding and visual standards.
- Draft and edit communications copy (ex: press releases, advisories, social media posts, etc.)
- In the Communication Manager's absence, attend council meetings and record Council Meetings.



The Corporation of the Town of Cobourg

Advertising, Branding & Marketing

- Coordinate Cobourg's Weekly Town Ad Block (full page ads) in the local newspaper(s).
 - Maintain Communications Calendar with scheduled media releases, advertising campaigns, publications, public relations activities and major events.
 - Develop marketing collateral which represents Cobourg's brand and visual standards.
 - Assist in the implementation of innovative marketing campaigns.
 - Maintain templates and update style guide to enhance our brand.
 - Ensure all public facing communications are readily accessible to our residents and stakeholders.
 - Safeguard all communications photos, videos, forms, templates and publications.
 - Ensure protected digital assets are readily accessible to required internal users while meeting legislated requirements for privacy.
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Working Relationships

Inside the Corporation:

- Communications Manager, Division Directors and Department Managers. Town of Cobourg employees when required.

Outside the Corporation:

- Maintain positive relationships with other levels of government, neighbouring municipalities / counties and their communication departments.
 - Develop and maintain positive relationship with local and outside media groups.
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Education/Experience/Skills Training:

- Diploma in Public Relations, Communications, Journalism, or Marketing related field.
 - A minimum of one (1) years' experience in a communications, journalism or public relations role.
 - Municipal experience or experience working within the public sector would be preferred.
 - Diplomacy when dealing with staff, Council and members of the public.
 - Superior writing, editing and verbal communication skills.
 - Proficiency with Microsoft Word, Excel, Outlook and presentation software.
 - Strong team player able to work collaboratively, take responsibility, and understand his/her role in building positive public perception of the organization.
 - Must maintain confidentiality and be respectful of sensitive situations.
 - Ability to interpret, implement and adhere to organizational policies and procedures.
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This position is a full time 35 hours a week, position governed by the Town's collective agreement with CUPE Local 25. Hours of work shall be as follows

- Hours work shall be 8:30 am to 4:30 Monday to Friday with a one (1) hour lunch break for a total of thirty (35) hours.
- Hours of work outside normal schedule may be required for special events or attendance at Council meetings.

The wage scale for this position is Grade 6 – Inside worker: \$24.06 – \$30.07

Interested applicants should forward their resume in confidence no later than 4:30 pm Monday, June 24, 2019 to the attention of:

Human Resources Department

Corporation of the Town of Cobourg

Fax: (905) 372-8819

55 King Street West

Cobourg, ON K9A 2M2

Email: careers@cobourg.ca

We thank all applicants however only those selected for an interview will receive a response.

In accordance with the Municipal Freedom of Information and Protection Privacy Act, the information gathered is collected pursuant to the Municipal Act, 2001, as amended. The Town of Cobourg is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.