



Job Posting

Job Title: Communications & Marketing Coordinator
Reports to: Chief Administrative Officer/Secretary-Treasurer
Salary Range: \$59,282 - \$69,743

Purpose

The Communications & Marketing Coordinator, working with the CAO and senior staff, is responsible for the development, coordination and implementation of Otonabee Conservation's communications, marketing media relations and social media functions and activities.

Primary Responsibilities (This is not an exhaustive list)

1. Develop and implement corporate and program/service specific communications and marketing strategies by working with the CAO and senior staff to identify communications and marketing needs, key messaging, audiences and methods for ensuring effective communications.
 2. Constantly monitoring media coverage, stakeholder reaction, etc., informing the CAO and senior staff about new or changing situations and developing recommendations to enhance the Authority's brand, reputation, community profile, etc.
 3. As the principle media liaison for the Authority, develop and maintain positive relationships with all forms of local media. Providing advice to staff on how to effectively respond to media inquiries.
 4. Working with the CAO and senior staff develop and coordinate the implementation of public consultation plans to obtain public and stakeholder input associated with policy and program development and planning activities.
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5. Prepare and/or arrange for the preparation of engaging written and graphic material/content including news releases, newsletters/bulletins, fact sheets, brochures, reports, posters, social media content, and other materials.
6. Develop and deliver in collaboration with appropriate staff, events, field trips/tours, presentations, exhibits, trade shows, open houses, public information sessions, workshops, etc.
7. Develop and implement the Authority's social media strategy including the integration of content for social media platforms (website, Facebook, etc.).
8. Develop and ensure appropriate use of the Authority's visual identity standards.
9. Prepare and maintain stakeholder profile information including contact information; their areas of interest and their views on the programs and services offered by the Authority.
10. Design and implement fund raising campaigns.
11. Assist the CAO/Secretary-Treasurer in supporting the Board of Directors in fulfilling their governance responsibilities by organizing the Annual Meeting of the Board, producing the Annual Report for approval of the Board, assisting with the orientation of new Board members and assisting with other activities as required.
12. Provide expert advice and prepare reports/recommendations on communications and marketing related matters for the Board of Directors
13. Develop, maintain and continuously improve effective partnerships and relationships with municipal, provincial, and federal staff, other agencies/groups, consultants, academics and the general public in order to solicit and secure partnerships and to enhance their understanding of Otonabee Conservation's roles and responsibilities in natural resource management within the watershed.
14. Participate in the communication and marketing initiatives of Conservation Ontario, within budget.

Skill

- Degree from recognized university or diploma from a college in communications, marketing or public relations, or equivalent experience.
- Minimum 5 years of relevant progressive experience.
- Advance knowledge of marketing, communications, public relations, and media relations techniques and methodologies.
- Demonstrated experience in the design and development of promotional materials, communications products, and educational resources.
- Knowledge of social media applications and integration of same to achieve maximum audience reach.
- Demonstrated project and/or event management and strong computer skills

- General knowledge of natural resource and environmental concepts and practices.
- General knowledge of related legislation including the Conservation Authorities Act, Copyright Act, Freedom of Information and the Protection of Privacy, AODA, etc.
- Demonstrated ability to write and speak strategically for maximum results by presenting information that will motivate, persuade, engage or influence others.
- Valid Ontario Class G driver's license and clean driving record
- Police Record Check (Vulnerable Sector)

Core Competencies

Accountability

Takes personal ownership and responsibility for the quality and timeliness of work commitments; follows organizational guidelines, professional standards, regulations and principles; demonstrates reliability and integrity on a daily basis; displays a high level of confidentiality and respects the sensitivity of information; determines what will be accomplished including the required steps and actions that incorporate regulations and principles consistent with organization practices.

Critical Thinking

Monitors and analyzes the internal and external environment to identify current and future opportunities, challenges and risks; engages others within the workplace and team to learn about potential opportunities; uses multiple sources to gather and disseminate information; reflects on past experience, practice and process when developing action plans.

Planning and Organizing

Accurately estimates duration and level of difficulty of tasks and projects and sets goals, objectives and work plans to complete; implements plans that are clear, manageable and attainable given the current and future expectations of individuals, groups and team; anticipates obstacles and has contingency plans, demonstrates judgment and flexibility to adjust strategies.

Service Orientation

Provides superior service to both internal and external customers by going above and beyond regular client and organizational expectations to offer added value; builds rapport and committed relationships; evaluates service delivery and makes recommendations to improve organizational delivery and/or client satisfaction.

Teamwork

Works cooperatively and effectively with others to reach a common goal; participates actively in group activities fostering a team environment; encourages, supports and motivates others to share ideas, knowledge, solutions and concerns; capitalizes on the strengths, weaknesses, skills and abilities of others by encouraging tasks and responsibilities that align with individual strengths.

Effort

- Fatigue resulting from focusing and juggling multiple accountabilities and priorities.
- Very high degree of concentrated attention when preparing communication products, making presentations or delivering programs.
- Focused thinking.

Working Conditions

- Combination of outdoor and indoor office environment, including extended periods of time working at a computer.
- Occasionally required to traverse irregular terrain.
- Occasional exposure to inclement weather.
- Occasional travel outside working hours.
- Occasionally required to extend or modify hours of work to attend meetings, seminars, workshops, respond to emergencies, etc.