MUNICIPALITY OF THE COUNTY OF CUMBERLAND

Position Description

Sustainable Communities Marketing Officer

Cumberland Energy Authority

Overview

The Sustainable Communities Marketing Officer position is responsible for providing leadership in managing marketing, promotion, public relations, and branding initiatives for the Cumberland Energy Authority. The objective of the Cumberland Energy Authority is to promote the development of renewable and alternative energy sources through investment and attraction within Cumberland County.

This position is also responsible for developing and implementing citizen and community engagement plans and programs for the Municipality of the County of Cumberland to ensure participative decision making, informed citizens and communities and that creates engagement as part of the Municipality's culture. This position also provides research support to the Municipality to enhance the decision making of Council, the Chief Administrative Officer, and the senior management team.

The Sustainable Communities Marketing Officer reports to the Executive Director of the Cumberland Energy Authority and is based in the Upper Nappan Service Centre.

Behavioural Competencies

Behavioural competencies are how we behave, act and think in the workplace. They are attained through formal and informal education, training, life and work experiences and in our relationships. The core competencies required for this position include:

- Communication
- Customer Service
- Innovation
- Relationship Building for Influence
- Working Strategically
- Teamwork

Key Outcomes and Responsibilities

Develop Clear Plans, Targets, and Actions that Make Identity, Branding, and Public Relations Part of the Cumberland Energy Authority's Culture

This outcome can be best achieved by completing the following responsibilities:

- Develop and implement an annual marketing and public relations plan, in collaboration with the Executive Director, based on a review of strategic priorities, the operations and capital budgets, and other major organization issues;
- Attend Council, Board, and chamber of commerce meetings to conduct presentation and provide information on the importance and objectives of marketing and public relations;
- Determine and utilize best practices and the appropriate tools and methods to market and promote the Cumberland Energy Authority by managing the Energy Authority's website and social media, as well as organizing open houses, information sessions, trade shows, the Annual Energy Symposium, and the Climate Change Summit;
- Seek out and attract business development for a geothermal industrial park;
- Develop a communication plan to assist in the development and implementation of identity, branding, and public relation programs that are consistent with the objectives of the Cumberland Energy Authority; and
- Maintain and foster a network of relationships and partnerships with renewable energy organizations industry, developers, media, and municipal and provincial government representatives.

Develop Clear Plans, Targets and Actions that Make Citizens and Community Engagement Part of the Municipality's Culture

This outcome can be best achieved by completing the following responsibilities:

- Develop and implement an annual citizen and community engagement plan, in collaboration with the Manager of Organizational Development & Innovation, based on a review of strategic priorities, the operations and capital budgets, and other major organizational issues;
- Attend Council, Directors, Management, and Staff meetings to provide information on the importance and objectives of citizen and community engagement;

- Determine and utilize best practices and the appropriate tools and methods to ensure a high participation and success for citizens and community engagement including the Municipality's website, open houses, information sessions, and surveys; and

- Manage the sponsorship budget by providing local organizations and businesses with funding through promotion.

Provide a Professional Research Function on Strategic Priorities and Major Organizational Issues to Ensure that Decisions are Efficient, Effective, Informed, and Evidence Based

This outcome can be best achieved by completing the following responsibilities:

- Work collaboratively with the Executive Director and the Manager of Organizational Development & Innovation to develop an annual research schedule and to ensure that there is a clear understanding of the need for research on specific issues and the timelines for such research;

- Develop a standard research report that is clear, concise, relevant to the issue, and will provide the information required for efficient, effective, and evidence based decisions;

- Maintain and foster a network of relationship with other municipalities, provincial staff, and academic organizations to obtain and share knowledge in the research function and issues that need research; and

- Conduct research and provide reports to the Executive Director and Manager of Organizational Development & Innovation on topics such as emerging trends, best practices, and innovation in renewable energy, municipal governance, administration, citizen and community engagement, and alternative service delivery.

Gather Data in a Manner that Complies with the Municipality's Records Management Policy, that Provides Information that Assists in Measuring Success for Position Outcomes and the Preparation of Reports to the Executive Director.

This outcome can be best achieved by completing the following responsibilities:

- Maintain records in a manner that achieves the objectives of the Municipality Records Management Policy and Practices; and

- Analyze data and prepare reports for each key outcome and responsibility to assist in determining the achievement of the key outcomes, in conjunction with the Executive Director.

Qualifications

This position requires a relevant business degree including expertise in marketing and promotion, public relations, community and citizen engagement, research and qualitative analysis, and strategic planning.

Master's degree is strongly preferred.

Terms and Conditions of Employment

The Municipality has an approved salary scale for this position. Initial placement and incremental increases on this scale are based on qualifications, experience and demonstrated ability to perform the responsibilities and achieve the key outcomes of this position.

The Municipality's *Personnel Policy* should be referred to for additional information regarding benefits and terms and conditions of employment.

Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
$56,145	$58,952	$61,760	$64,567	$67,374	$70,182