**Job Posting**

**Corporate Communications Officer**

The Corporate Communications Officer is responsible for developing and implementing communications strategies, policies, plans and actions that will result in informed and engaged citizens, council, staff, and media.

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 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.

Please visit our website at www.cumberlandcounty.ns.ca for a detailed position description and pay scale.

The position competition closes Friday, June 3, 2022 at 2:00 pm.

Please forward your resumes to:

Municipality of the County of Cumberland
Kellie Seaman, Human Resources Generalist & Safety Advisor
1395 Blair Lake Rd
Upper Nappan NS B4H 3Y4

kseaman@cumberlandcounty.ns.ca

*Clearly mark your resume "Corporate Communications Officer"

MUNICIPALITY OF THE COUNTY OF CUMBERLAND

Position Description

# Corporate Communications Officer

*Administration Department*

## Overview

The Corporate Communications Officer is responsible for developing and implementing communications strategies, policies, plans and actions that will result in informed and engaged citizens, council, staff, and media.

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 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 Corporate Communications Officer reports to the Deputy Chief Administrative Officer.

## 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
- Working Strategically
- Teamwork

**Key Outcomes and Responsibilities**

**Develop and Implement Communication Strategies, Policies, Plans, and Actions that Result in Excellence in Internal and External Communications, Informed and Engaged Citizens, Council, Staff and Media, and Makes this Part of the Organizational Culture.**

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

- Develop and implement a communications strategy and policy that sets out the objectives of internal and external communications
- Develop a communications plan that includes specific actions and timelines as applicable. This communications plan will include the following methods for communication and feedback:
    - A quarterly municipal newsletter;
    - A monthly organizational calendar;
    - Social Media;
    - Postings on the Municipality's website;
    - Media releases;
    - Staff bulletin boards;
    - Staff meetings agendas, notes and follow up;
    - Timely responses to public inquiries;
    - Public Speaking; and
    - Surveys to measure success of outcomes
- Identify competency development needs and training needs for council and applicable staff on the use of social media and the use of technological devices for effective communications. Work with the Human Resources in the delivery of programs.
- Support the CAO, Deputy CAO, and Directors by researching best practices on internal and external communications and report writing.

- Work cooperatively with Human Resources in the identification and implementation of a multi-year communications competency development plan.

**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 based on a review of strategic priorities, the operations and capital budgets, and other major organizational issues;

- Attend Council 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, social media, open houses, information sessions, and surveys; and

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

**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 Deputy CAO**

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

- 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 Deputy Chief Administrative Officer.

## Qualifications

This position requires a degree in Business Administration or Communications or related

education including expertise in marketing and promotion, public relations, community and citizen engagement, research and qualitative analysis, and strategic planning.

**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.

| Step 1 | Step 2 | Step 3 | Step 4 | Step 5 | Step 6 |
|---|---|---|---|---|---|
| $58,513 | $61,439 | $64,365 | $67,290 | $70,216 | $73,142 |