

JOB PROFILE

Corporate Communications- CAO

Communications Coordinator

The successful candidate will help facilitate public education and external communications; facilitate employee communications; help foster effective media relations; conduct and coordinate public opinion research; and work on top-notch corporate publications. First-rate writing skills, excellent project management skills, creativity and initiative are musts as is a focus on quality customer service and continuous improvement processes. Guided by the goals of the City of Guelph Strategic Plan and committed to the Corporate Values of integrity, excellence and wellness, the candidate will aid in the achievement of the Community Vision—to be the city that makes a difference.

HOURS OF WORK: The regular work week will consist of 35 hours; Monday to Friday, 8:30 a.m. – 4:30 p.m. Evening and weekend hours may be required on occasion.

DUTIES:

- Develop and implement integrated communications programs designed to help departments and the corporation meet their strategic goals and to address critical issues
- Act as a consultant to City departments to identify key issues and opportunities
- Assist with the building of positive media relations, including writing and editing news releases, coordinating news events, handling media enquiries, and facilitating media interviews
- Analyze effectiveness of communication strategies and report on results
- Help drive the corporate brand management strategy; serve as a brand ambassador for the organization
- Provide information and engage stakeholders using a variety of channels including the City's social media properties
- Perform other related duties as assigned

QUALIFICATIONS:

- Considerable experience related to the duties listed above, normally acquired through the completion of a post-secondary degree, diploma or certificate in Public Relations or Corporate Communications and 2-3 years experience in a corporate communications environment specializing in public relations, corporate or integrated communications, preferably in the public sector. Candidates with equivalent combination of education and experience may be considered.
- Excellent public relations foundation skills including writing and editing
- Familiarity with two-way communication practices and the Communication Excellence model
- Experience with media relations and familiarity with local media outlets.
- Excellent oral communications skills.
- Strong organizational skills
- Strong public relations research skills including the know-how to report on results
- An ability to work both independently and in a team environment.
- Intermediate computer skills with Microsoft Office (Word, Excel, PowerPoint & Outlook).
- Ability to work well under pressure, complete multiple assignments and function effectively in a high volume workplace with tight deadlines.
- Proven ability to exercise discretion, good judgement, diplomacy and confidentiality.
- Previous experience and/or knowledge of municipal government is an asset.
- Experience with InDesign is an asset.

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