

EMPLOYMENT OVERVIEW			
TITLE	Manager of Communications	EMPLOYMENT TYPE	Non-union
POSITION TYPE	Full time	POSITION GRADE	4
DEPARTMENT	Administration	LOCATION	Baddeck
HOURS	35 hours per week	TRAVEL REQUIRED	Yes

PURPOSE AND OBJECTIVES
Responsible for providing strategic direction for communications, and overseeing the planning, creation, and delivery of a variety of communication, public education, engagement, and outreach initiatives. Provides leadership on all matters related to communicating with internal and external stakeholders and is responsible for coordinating communication services for the municipality including, but not limited to, media relations, issues management, marketing, social media, content generation, and public announcements/documents.

KEY RESPONSIBILITIES
<ul style="list-style-type: none"> • Provide strategic leadership, planning and management of all communication and engagement initiatives in alignment with municipal policies and procedures. • Develop and execute strategic communications, public education, community engagement and outreach initiatives. • Advise Council and the CAO on internal and external communications, media relations, reputational and issues management. • Guide strategy and implementation for public awareness campaigns and engagement plans on municipal initiatives. • Establish metrics to evaluate the effectiveness of communication strategies. • Create communication plans for major initiatives or issue management, including media monitoring, briefing notes, speech writing and presentation materials. • Prepare, review, and approve municipal media releases and vet/coordinate public statements. • Oversee the municipal website, social media channels, digital media content, and council livestream production. • Support departments, Council, and the CAO with public relation campaign development, media planning, and communications writing. • Ensure timely and accurate communication of municipal issues to stakeholders. • Act as the primary media liaison and spokesperson alongside the CAO. • Manage departmental personnel, including workload allocation, performance management, training, and hiring. • Ensure all municipal materials are aligned with key messaging, branding, accessibility, privacy and professional standards. • Prepare departmental budget and ensure expenditures are within budget and financial guidelines. • Oversee creative design advertising, video production, photography, web content and marketing materials. • Review promotional materials for accuracy, readability and branding compliance. • Ensure all departments adhere to brand and visual standards for consistent messaging. • Act as a resource for all staff on any communications-related matters and encourage the use of communications best practices.

- Maintain up-to-date communications or media relations policies and ensure staff understanding and compliance.
- Lead communications management for EMO events, coordinating with the EMO Coordinator and serving as an Information Officer (IO) during declared emergencies.

REPORTING RELATIONSHIPS

REPORTS TO	Chief Administrative Officer
DIRECT REPORTS	Digital Communications Administrator

ABILITIES

- Thorough level of knowledge and understanding of the services provided by the Municipality and the interdependence/relationships between all departments in the Municipality with other levels of Government.
- Expert knowledge of strategic communications planning, media relations, public engagement and crisis communication.
- Proven ability to build and maintain effective relationships, both internally and externally, to ensure collaboration and the successful adoption of best practices.
- High level of knowledge and proficiency in use of MS Word, PowerPoint, website management, social media channels and other digital communications tools and platforms.
- High level of professional language capabilities, including written and verbal, with the ability to translate technical and complex information into plain speak for diverse audiences.
- Good working knowledge of effective leadership and human resource management practices.
- Good working knowledge of budgeting, cost estimating, grant writing and project administration.
- Able to analyze communication effectiveness and adapt when necessary.
- Able to coordinate and delegate tasks appropriately and demonstrate exceptional time-management and problem-solving abilities necessary to both promote and maintain efficient departmental operations.
- Able to develop a big picture view and a public understanding of issues involving the municipality.
- Able to maintain confidentiality related to all municipal matters.
- Able to apply sound decision making, a high degree of good judgment, diligence and duty of care.
- Able and willing to partake in and retain relevant, site-specific training such as (but not limited to) WHMIS and First Aid, and all relevant safety courses.

QUALIFICATIONS

- Undergraduate degree in Communications, Public Relations, Journalism, Marketing or a related field.
- Five (5) to seven (7) years of experience in a senior communications role, preferably in government or the public sector.
- Three (3) years in a supervisory capacity.
- Equivalent combination of education and experience may be considered.
- Valid Nova Scotia Class 5 Driver's License.

WORKING CONDITIONS	
ENVIRONMENT DEMANDS	Indoor office environment
PHYSICAL DEMANDS	Work is performed in a standard office environment. Extended periods of sitting; subject to standing, walking, bending, reaching, and lifting of objects up to 20kg.
PSYCHOLOGICAL DEMANDS	Extended periods of time spent focused on computer; focus and concentration is also required when interpreting and documenting data; Work within a very busy office environment where there may be many distractions and disruptions; assigned tasks are to be completed in a timely manner; occasionally subject to a high volume of work with the need to meet tight and conflicting deadlines; possibility of difficult encounters with the general public.

SIGNATURES			
EMPLOYEE		DATE	
CAO		DATE	