

## EMPLOYMENT OPPORTUNITY

<b>Position Title</b>	COMMUNICATIONS & MARKETING COORDINATOR		
<b>Department</b>	ADMINISTRATION	<b>Reporting To</b>	CHIEF ADMINISTRATIVE OFFICER
<b>Level / Grade</b>	<input checked="" type="checkbox"/> Full Time <input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Part-Time <input type="checkbox"/> Temporary <input type="checkbox"/> Contract <input type="checkbox"/> Casual	<b>Closing Date</b>	SEPTEMBER 18, 2017

### Position Summary

The Communications & Marketing Coordinator works cooperatively with the Chief Administrative Officer (CAO), Mayor, and Council to effectively administer marketing efforts to promote the Town, manage media relations, and communicate with the public at large via the Town website, social media and other platforms of communication. This position is responsible for preparing and implementing annual Marketing & Communications Plans to clearly identify specific strategies to promote the Town of Drayton Valley and maintain effective, ongoing communication with our residents.

### Primary Responsibilities

Responsibilities include, but are not limited to:

- In cooperation with the CAO, Mayor, and Council, prepare and implement annual plans to identify marketing strategies, key audiences, and promotion of the Town of Drayton Valley brand;
- Writing and editing of various communications products and deliverables for Mayor, Council and Administration;
- Coordination and execution of marketing strategies to promote the Town of Drayton Valley, special events and promotions;
- Develop and implement an annual Strategic Communication Plan for the Town of Drayton Valley;
- Develop and implement policies, procedures and directives in relation to communication and marketing job functions both within the division as well as corporately;
- Maintain ongoing communication and work collaboratively with with Mayor and Council, Management, Department Heads, team members and stakeholders to keep abreast of community

developments, events, and business activities;

- Develop public relations and marketing strategies and materials with team members and stakeholders through creative promotional literature, internal and external communications, and social media campaigns, which effectively describe and promote the organization and programs;
- Responsible for the maintenance of the Town of Drayton Valley's website and social media content and information sharing;
- Ensure articulation of the Town's image and position through consistent use of the Town's brand and image, editorial direction and design both internally and externally. This includes coordination of departmental print and electronic materials and training of Administrative staff on these standards;
- Maintain and enhance the Town of Drayton Valley's relationship with various media outlets;
- Coordinate media releases and briefs, and act as spokesperson for the Town where necessary;
- Develop, prioritize and distribute important notifications via social media platforms to inform community members of community events, recreation and social programming, municipal infrastructure repair and maintenance, and other items which may impact residents;
- Provide guidance, necessary Council documents and training to Administration, Mayor and Council prior to media events, as required;
- Respond to general inquiries received through the Town's website, media contacts and social media;
- Ensure the Community Events Calendar is updated and maintained as necessary;
- Engage the community and encourage transparency between the public and the Municipal Government;
- Preparation of the Annual Report showcasing positive stories of successes within our community as well as new business and activities of the Departments, facilities, Mayor and Council; and
- Other duties as assigned.

### **Decision Making Role**

Works under general guidance of the CAO, as well as the Mayor and Town Council. A moderate degree of independence in developing and executing Communication and Marketing plans and tasks, as well as overall goals is required.

Impact of Errors-Errors could affect the work of others and potentially cause poor public image. Potential loss due to errors could include clients, partnerships, time and existing and/or potential investments.

### **Major Inter-Personal Contacts**

Interacts with the Mayor and Council on planning and major initiatives. Interacts with department heads on issues requiring official communications.

## **Supervision**

This position jointly oversees the Communications and Records Management Clerk with the Legislative Services Coordinator.

## **Qualifications**

- Post-secondary education in Marketing, Journalism or other related field(s) from a recognized institution
- Portfolio of successful marketing and promotional campaigns and print work
- Solid interpersonal and customer service skills with a positive and approachable attitude
- Excellent verbal communication and writing skills
- Highly organized with a strong ability to meet tight deadlines and multi-task and manage priorities
- Ability to work both independently and as a part of a functional team
- Capable of setting own goals, and remain up-to-date on developments and changes within the Municipal Government sector
- Valid Class 5 Driver's License and clean Driver's Abstract
- Clear Criminal Record and Vulnerable Sector Check

## **Experience**

- 5+ years of experience in Marketing or Communication, preferably in a Municipal Government setting
- Demonstrated successful experience writing press releases, speeches and high level documentsComputer competency in Windows applications – Microsoft Word, Excel, Microsoft Publisher, Internet, data base applications, and network systems.
- Experience working with Social Media such as Facebook, Twitter and web applications

## **Salary / Benefits**

The Town of Drayton Valley offers competitive compensation and benefits commensurate with education and experience.

## Additional Information

Please submit a cover letter outlining your skills and experience along with your resume in confidence to:

Human Resources

Town of Drayton Valley

Box 6837

Drayton Valley, AB, T7A 1A1

Fax: (780)542-5753

Email: [personnel@draytonvalley.ca](mailto:personnel@draytonvalley.ca)

**Deadline to apply is no later than 4:30 pm on Monday, September 18, 2017.**

*We thank all applicants for their interest. However, only those selected for an interview will be contacted. All information collected for the above offer of employment is done under the provision of the Freedom of Information and the Protection of Privacy legislation and will be used only for the evaluation of candidates.*