

Communications Officer-Temporary up to 12 months

The City of Guelph is a vibrant community with over 120,000 people located in the heart of Southern Ontario, just one hours driving distance from Toronto. Set in a picturesque natural setting, Guelph is known for its rich architectural heritage, growing economy and excellent quality of life - all good reasons to consider a career in this beautiful city.

Job summary

Resumes are being accepted for the temporary position of **Communications Officer** within the Corporate Communications department. The Communications Officer is a key position within the Corporate Communications team; they are generalist practitioners who are the first and main point of contact with City departments. The successful candidate will have a well-rounded background in public relations, with experience in several of the sub-disciplines of the practice. You will develop and implement multi-faceted communications plans for City departments; anticipate, plan for and respond to issues; and provide communications support for corporate strategic initiatives. Guided by the goals and objectives of the City of Guelph Corporate Administrative 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.

Duties

- Provide strategic communications expertise and support
- Develop and implement integrated communications programs in support of City programs and services
- Conduct research and analysis of strategic issues; anticipate, plan for and respond to issues; prepare briefing notes and develop issues management plans
- Design, write, develop, execute and manage online content
- Analyze effectiveness of communication strategies, report on results and provide recommendations for optimization in stakeholder communication
- Support the media relations program: research, write and edit news releases and media materials; provide support to both the media and City employees; develop plans for new and traditional media; handle media inquiries and facilitate interviews; leverage the City's social media properties to engage stakeholders
- Coordinate the development and production of communication materials
- 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 or diploma, a post-degree certificate in Public Relations or Corporate Communications and 4 to 5 years work experience in the field of public relations, including experience in an issues management role, preferably in the public

sector. Candidates with equivalent combination of education and experience may be considered.

- Solid understanding of communication theory and best practices with experience developing, implementing and evaluating comprehensive communications programs
- Understanding of data analytics, especially with respect to digital communications, and ability to identify metrics to support desired outcomes
- Understanding of and experience with stakeholder analysis, and customizing communications approaches and materials to meet the needs of various audiences.
- Understanding of community-based social marketing (CBSM) theory gained through formal learning, and experience developing and implementing CBSM programs
- Experience marketing government programs and services designed to motivate behaviour change including rebate and education programs
- Proven writing, editing and research skills
- Well-developed presentation and client service skills
- Strong organizational skills with the ability to work both independently and in a team environment
- 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
- Intermediate computer skills with Microsoft Office; demonstrated ability to use Word Press, Hootsuite, Facebook, Twitter and other social media platforms
- Professional membership with CPRS and/or IABC is an asset
- Ability to create and/or edit Google Maps, or familiarity with GIS-based technology is an asset
- Knowledge of the Accessibility for Ontarians with Disabilities Act (AODA) and Web Content Accessibility Guidelines (WCAG) is an asset

Rate

\$32.66 - \$40.12 per hour

How to apply

Qualified applicants are invited to apply using our **online** application system by **Sunday October 21, 2018**. Please note all applicants must complete the online questionnaire specific to this position at the time they submit their resume and cover letter in order to be considered. Proof of qualifications will be requested at the interview stage.

Please visit the job posting listed on our careers page and click on the "Apply for this job" button. Instructions will follow.

The City of Guelph is an equal opportunity employer which values diversity in the workplace. We are therefore happy to accommodate any individual needs in keeping with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If you require an accommodation in order to participate in the hiring process, please contact us to make your needs known in advance.

Personal information collected through the recruitment process will be used solely to determine eligibility for employment. We thank all candidates in advance; however, only those being considered for an interview will be contacted.