



Communications Officer

Full-time, Permanent

The Township of Adjala-Tosorontio is located north of the GTA, at the southwest border of Simcoe County with a population of 11,000 residents and offers rural living with proximity to urban amenities.

Position Summary:

Reporting to the Manager of Corporate Services/Clerk, the Communications Officer is responsible for coordinating a range of communications services for the Township including the preparation and administration of a strategic and integrated communication strategy that ensures internal and external communication efforts are effectively managed to promote public awareness and engagement with the Township's services and priorities.

The Communications Officer will be responsible for project management throughout the corporation, including assisting with events and providing planning and communications support to committees, and on occasion assisting with economic development projects. This position will also provide communication, project and logistical support in the implementation of corporate strategic initiatives.

Duties & Responsibilities, but not limited to:

- Manages, recommends, implements and evaluates communications plans and projects by identifying emerging trends and issues, monitoring the online communications landscape (social, media, web) and providing strategic communications recommendations
- Prepares reports, makes recommendations and presentations as required
- Works with appropriate stakeholders to determine media requirements for advertising campaigns. Uses a strategic approach, determines budget, and plans the frequency and placement of advertising utilizing best practices
- Leads the development and implementation of aspects of the Township's communications, marketing strategy and communications projects which include photography, videography, graphic design, website, print, advertising, and social media
- Monitors and tracks media issues of relevance to the Township and anticipates and develops a plan to address any potential matter that may arise.
- Researches, prepares, and disseminates communications including themes and key messages for a wide variety of mediums and audiences such as presentations, social media, web, advertising, surveys, newsletters, marketing/brochures, news releases, speaking notes, and various internal communications including templates, staff intranet, etc
- Oversees the Township's corporate social media accounts and website, including developing, implementing, monitoring social media messages and multi-media content and analyzes social media strategies
- Performs media relations duties including media crisis management and prepares communications, developing media materials, speaking notes and key messages as requested

- Assists Clerk with providing communications support and advice to Council including key messages, speaking notes, speeches, and presentations
- Prepares effective policies and procedures related to media enquiries and maintains a list of media contacts
- Provides support in the writing of grant applications
- Coordinates and supports community engagement events/activities (ie Canada Day)
- Provides project/special assignment support, gathering information, conducting research, assembling pertinent materials, etc as required (ie economic development)

Qualifications, Skills, Knowledge, Abilities:

- Completion of post-secondary education in Journalism, Marketing, Public Administration, Public Relations, Communications or related field
- Minimum 3 years of demonstrated experience in political or corporate communications, preferably with focus on public and media relations
- A sound understanding of the business of municipal government, including the municipal relationship with upper tier municipalities, the province and the federal government preferred
- Strong understanding and direct experience in online communications, including development of effective online content and campaigns
- Advanced knowledge and demonstrated experience using relevant graphic design software applications, website content moderation systems and social media platforms. Experience in video production/editing an asset
- Requires good knowledge of applicable legislation, standard practices, and guidelines such as Freedom of Information & Protection of Privacy legislation, Canadian Press Style guidelines, AODA requirements and guidelines for creating compliant communication products
- Strong communication skills, including superior report/speech writing and presentation/public speaking skills
- Requires a results-oriented self-starter with excellent project/time management, research, and organizational skills to manage strategic communications issues under short deadlines with minimal supervision
- Excellent interpersonal, networking, and customer service skills to collaborate effectively and tactfully with a broad range of persons including staff, Council, external agencies and ministries, the media, public and other levels of government
- Demonstrates good judgment with a proven track record in problem management and executing successful information campaigns
- Acute sense of confidentiality and judgment with the ability to deal diplomatically with all levels of management, staff, elected officials, provincial representatives, and the public.
- Knowledge of the local area and community stakeholders an asset
- Possess a valid Ontario G Driver's licence
- Ability to occasionally attend after-hours events and meetings as required

Annual Salary: \$59,882 to \$74,843 (2024 rates). Based on a 35-hour workweek.

The Township offers a comprehensive benefits package, enrollment to OMERS pension plan, Employee & Family Assistance Program, paid personal and sick days.

Qualified candidates are requested to forward their resume and cover letter to HR@adjtos.ca with “Communications Officer” in the subject line. Resumes can also be dropped off at the Township of Adjala-Tosorontio office: 7855 Sideroad 30, Alliston to attention of Human Resources.

The Township of Adjala-Tosorontio is an Equal Opportunity Employer, committed to diversity and inclusivity in employment for a barrier-free workplace. Accommodations are available for all parts of the recruitment, selection &/or assessment process. Applicants need to make their needs known in advance to Human Resources. Personal information collected through the recruitment process will be used solely to determine eligibility for employment and handled in accordance with the Municipal Freedom of Information and Protection of Privacy Act. We thank all those who apply, but only those selected for an interview will be contacted.