

# Town of Amherst Job Posting

## Corporate Communications Officer

The Town of Amherst has an immediate opening for a **Corporate Communications Officer**. The Incumbent will work under the supervision of the Chief Administrative Officer and in collaboration with the Senior Management Team and other municipal staff within the Town of Amherst.

The Communications Officer is involved in all aspects of the development and implementation of Town of Amherst's internal and external communication strategies. This position will focus on the effective delivery of the Town's messages and an excellent awareness of relevant issues and concerns enabling the Town address them in a timely, appropriate and strategic manner.

### Core Expectations:

- Monitoring local, regional and national mainstream and social media for issues of importance to the Town of Amherst and ensure that staff and council are up to date on these issues
- Monitoring and participating extensively in social media platforms like Facebook, Twitter, Instagram, You Tube and more
- Monitoring and maintaining the towns web presence
- Writing and coordinating the content for periodic newsletters
- Drafting and releasing media releases on a timely basis regarding policies, programs and work plans of municipal departments and council decisions and issues
- Being the initial point of contact for media inquiries
- Developing and maintaining an excellent working relationship with print, digital, radio and TV media organizations

### Requirements

- Bachelor's degree in Communications, Public Relations, Journalism, English or related discipline.
- Strong working knowledge of communication principles and practices.
- Experience in the public sector, preferably local government, would be an asset.
- An equivalent combination of education and experience will be given consideration.
- Must possess excellent oral, written and interpersonal communication with strong writing and editorial abilities.
- Working knowledge of Microsoft Word, PowerPoint, Excel, internet, wire services, media monitoring software, and other public relation tools.
- Must possess strong project management skills.
- Must be able to meet tight deadlines and execute flawlessly on projects in a fast-paced, often pressured environment and see a project through to completion.
- Must be capable of maintaining confidentiality, with a high level of accuracy regarding information.
- The ability to develop and maintain strong professional relationships with internal and external stakeholders and work effectively with all levels of employees is critical.

Salary Range: \$42,895 - \$55,014

A complete copy of the job description is available at <https://www.amherst.ca/employment.html>

**DEADLINE FOR APPLICATIONS:** Interested persons are invited to deliver their resume, with cover letter **with references**, in confidence to the undersigned before 12:00 noon, September 11, 2017.

Kimberlee Jones, Human Resources  
Town of Amherst, 98 Victoria St,  
P.O. Box 516, Amherst, NS B4H 4A1  
[kjones@amherst.ca](mailto:kjones@amherst.ca)

APPLICATIONS must be received by 12:00 noon September 11, 2017.

We thank all those who apply, however, only those selected for an interview will be contacted.  
No telephone calls please.

## TOWN OF AMHERST JOB DESCRIPTION

**POSITION TITLE:** Corporate Communications Officer

**REVISION DATE:** August 2017

**REPORT TO:** Chief Administrative Officer

**POSITION SUMMARY:**

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### DESCRIPTION

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*Position Descriptions are intended to provide an outline of the general areas of responsibility and duties associated with a given position. Position descriptions are not intended to capture the full breadth of tasks and/or assignments an employee may be directed to complete at any given time. The Town of Amherst reserves the sole and unfettered right to make changes to this position description, as required by the organization, without impact upon the employment relationship.*

### JOB DUTIES & RESPONSIBILITIES

#### 1. Communications (70%)

- 1.1 Information Dissemination** – facilitates accurate and timely communication of information on Municipal issues to outside stakeholders. Identifies, tracks and analyzes potential issues that may develop as a result of Municipal policies, programs or Council decisions and recommends effective responses. Responsible for the writing and approval of all media releases issued by the municipality. Conducts daily media monitoring and issues articles of value to senior staff.
- 1.2 Social Media** – responsible for process and procedure development around use of social media for use as a marketing and information dissemination tool. Administers the various social media channels used by the Municipality.
- 1.3 Media Contact** – acts as the first point of contact for the media on all Municipal issues. Drafts and updates policy around media contact as required and ensures staff are familiar with communications and media policy. Prepares or assists with preparation and facilitates release of all media releases. Vets and coordinates all recommended responses on public issues including all media releases.

**1.4 Public Engagement** – works with departments to assist in the formulation of public engagement plans around Municipal issues and initiatives (ex: key messages, Q/A's).

**1.5 Brand and Visual Identity** – works to ensure compliance to Brand and Visual Standards and that the brand voice and messages are delivered in a consistent and effective way.

**1.6 Speech Writing** – responsible for key corporate message development and preparing speeches or speaking notes for the Mayor and other elected officials.

**1.7 Creative Design** – provides creative advice on ad design, video production, photography/image development, web pages, posters, pamphlets, newsletters, marketing materials, newsletters, etc.

## **2. Enterprise Oversight (20%)**

**2.1 Website Content Contributor** – acts as a content contributor for the CAOs office in accordance with policy. Assists the webmaster to ensure a continuous improvement program is in place for the website and under the direction of senior staff. Works collaboratively with municipal departments responsible for varying components of the municipality's website and online communications.

**2.2 Web Content and Online Campaign Support** – provides web and online content planning support to the webmaster and departments, including editing and advice on content requirements for campaigns and how best to ensure Search Engine Optimization (SEO) for content plans and page content.

## **3. Other Related Duties (10%)**

**3.1** As assigned by the CAO.

## **REQUIRED QUALIFICATIONS AND TRAINING**

### **Education and Experience**

- University Degree in communications, public relations, marketing, journalism or related field.
- Experience in the public sector, preferably local government would be an asset.
- An equivalent combination of education and experience will be given consideration.

### **Knowledge, Skills, Abilities**

- Excellent writing and editing skills and grammatical knowledge with the ability to effectively advise others and support their writing efforts.
- Knowledge and experience in creating content using different writing styles for different purposes and for varied media (e.g. marketing and persuasive, public relations, advertising copy, web and online content, technical).
- Strong understanding and direct experience in online communications, including how to develop effective online content and campaigns to support business goals and SEO objectives. Knowledge of trends, behaviour and needs of online audiences is essential.
- Strong analytical ability and critical thinking skills.
- Excellent attention to detail.

- Must be a self-starter in developing and implementing work plans and be able to determine organizational needs without benefit of direction from another communications professional.
- Excellent organizational, research and time management skills with the ability to prioritize multiple tasks paying close attention to detail and deadlines.
- Proficiency in Microsoft Office products required. Experienced social media specialist.
- Excellent interpersonal, public speaking and customer service skills with the demonstrated ability to exercise tact, leadership, good judgement and diplomacy.
- Ability to demonstrate good team behaviours such as active listening, collaboration, trust building and dependability and open communications while helping colleagues and teams contribute to shared goals.

***Working Environment***

- The workload of this position is frequently unpredictable and requires excellent time management.
- This position must deal with highly-sensitive, political, stressful and confrontational situations in an extremely confidential business environment.