

## MUNICIPALITY OF NORTH MIDDLESEX

### Economic Development & Communications Coordinator

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<b>DEPARTMENT:</b>	Administration
<b>REPORTS TO:</b>	Chief Administrative Officer
<b>HOURS OF WORK:</b>	35 hours/week
<b>POSITIONS SUPERVISED:</b>	None

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#### POSITION SUMMARY

Under the direction of the Chief Administrative Officer or designate, the Economic Development Communications Coordinator performs a complete range of communications, administration, and IT support toward Economic Development for the municipality. This position is responsible for all social media platforms, website content development and maintenance, event coordination, community outreach, database and survey development. Plays an active role in communications and marketing support for the municipality throughout.

General responsibilities may include: coordinating and implementing projects and programs that support business, commercial and service-oriented enterprises; entrepreneurship and innovation; events, festivals and tourism; and, residential development as well as providing communication strategies to market and promote the Municipality.

#### PRINCIPAL DUTIES

- Produce engaging and timely social media content and updates, including but not limited to the municipal Facebook, Twitter, Instagram, YouTube and LinkedIn accounts.
- Upload and update content to the municipal website while ensuring best SEO, Accessibility (AODA Standards) and CSS practices.
- Identify and develop new and existing ideas and innovations related to destination-making through events and festivals, niche marketing, tourism and enhancing the visitor experience.
- Establish and maintains meaningful linkages with other levels of government, the business community, educational institutions, and interest groups to develop the Municipality's presence and capabilities.
- Design and implement communication tools and performance metrics.
- Provide advice and recommendations regarding media relations
- Pursue external economic development funding opportunities from senior levels of government and other sources.
- Create and sustain networks with stakeholders, including business and community leaders, community and regional organizations, potential investors and committees.
- Serve as a liaison to the North Middlesex Economic Development Committee.

- Coordinates and composes external communications in terms of monthly newsletters, electronic signage and message boards.
- Development of news releases, media advisories; establishes, implements and monitors media relations procedures.
- Develops communication strategies, and programs that align with the corporate strategic plan.
- Types, edits and formats correspondence, agendas, statistics, forms, documents, presentations, manuals, agreements and any other material for department staff.
- Manage and/or assists with the facilitation of Council meetings, public and town hall meetings as well as local community events.
- Leads in research, development, and implementation of recommendations contained in strategic plans and marketing studies.
- Conducts community outreach activities including survey distribution and business retention initiatives
- Assists in the development of marketing campaigns and promotional materials
- Act as a project leader (when assigned) on corporate-wide improvement project(s).
- Undertake special projects and perform other duties as assigned, in accordance with departmental or corporate objectives.
- Maintains confidentiality in the management of sensitive information.

### **COMMUNICATIONS DUTIES (REFINED)**

- Website:
  - Responsible for the municipal website including but not limited to updating information, redesign of webpages, creation of content and design for all departments.
  - Responsible to ensure all posted documents are in compliance with AODA standards.
  - Responsible for providing timely reports to departments on website analytics.
  - Responsible for ensuring the website is up to date, relevant and consistent at all times.
  - Responsible for webforms on the website and ensuring they interact correctly with the municipal records management system.
  - Responsible for training of other municipal support positions on updating the website as required.
  - Liaise with senior leadership team quarterly to report on website and suggest quality improvements to be completed.
  - Respond to questions, concerns and information posted by residents.
  - Work with IT staff (via County of Middlesex IT or others) to ensure the website remains effective as a communication, business and customer service tool

- Social Media:
  - Coordinates corporate social media channels by generating and coordinating content, captures social media analytics.
  - Execute all social media posts in a consistent tone to support the corporate brand, amplify marketing messages, provide customer service and engage followers through strategic content.
  - Manage and grow day-to-day activities on corporate social media platforms.
  - Continue to improve and increase the municipality's digital presence

## **PREFERRED QUALIFICATIONS**

- University Degree or College Diploma in Public Administration, Communications, Economic Development, Marketing or related discipline
- Previous experience in an office environment.
- Excellent organizational and interpersonal skills.
- Must be able to demonstrate proficient computer skills in MS Office applications and database systems.
- Familiarity with economic development within North Middlesex an asset.
- Marketing, promotion, and communications experience an asset.

## **CONDITIONS OF EMPLOYMENT**

- Working within an office work environment
- Attend staff meetings, and other meetings as required
- Some offsite work including attendance at various community & municipal events
- Position is subject to some evening and weekend events
- Attend Council and committee meetings including: Economic Development Advisory Committee (EDAC) quarterly, Strategic Economic Development Action Group (SEDAG) quarterly

Physical demand requires significant computer work concentration and sitting in meetings. Normal hours are 35 hours per week, Monday to Friday, but given the nature of the position, there may be a need to work some evenings and weekends.

*The Municipality of North Middlesex is an Equal Opportunity Employer. Accommodations will be provided upon request in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). Personal information is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act and will only be used for the purposes of candidate selection.*