



## TOWN OF VIEW ROYAL

### JOB DESCRIPTION

#### COMMUNICATIONS & ENGAGEMENT COORDINATOR

#### **General Summary:**

Reporting to the Director of Corporate Administration/Deputy Chief Administrative Officer, the Communications and Engagement Coordinator works closely with all departments. This position will develop and implement activities to enhance communications, increase public engagement, and improve internal communications.

The Communications and Engagement Coordinator leads the delivery of the Town's communications plan and activities, including sharing accurate information to citizens in timely and meaningful ways. The Communications and Engagement Coordinator provides support and advice to all levels of the organization, and coordinates the Town's print and digital content.

Specifically, the Communications and Engagement Coordinator is responsible for planning, developing, coordinating, implementing, and evaluating communications, marketing, and public consultation and engagement projects, activities, and programs; researching, writing, and editing a variety of communications and public engagement materials; organizing and leading community events; and anticipating and assessing emerging issues and trends. This position will also develop marketing, communications, and public engagement plans, strategies, and tactics.

#### **Duties and Responsibilities:**

1. Develop and implement a corporate communications plan, including a specific web and social media strategy.
2. Plan, develop, and implement strategies to engage the public in the Town's initiatives, services, programs, projects, and events through various mediums including media releases, media advisories, public notices, fact sheets, brochures, newsletters, presentations, and website/social media content.
3. With each department, develop annual departmental communications plans and guide staff in writing, revising, and distributing materials such as news releases, advertising, newsletters, backgrounders, brochures, questions and answers, speaking notes, issue briefs, advisories, articles, award submissions, and other communications documents.
4. Organize and lead periodic and one-time community-building events, managing all logistical, promotional, and financial details.
5. With each department, assist in organizing, promoting, and hosting events related to municipal projects and initiatives.
6. Oversee the interface and experience of the Town's website and other social media platforms.
7. Develop and maintain the Town's brand standards and templates to ensure consistency and professionalism.

8. Develop and coordinate the compilation of the monthly communications calendar.
9. Develop key messages, news releases, media advisories, and strategic responses to media inquiries. Prepare briefing notes for the Mayor, Chief Administrative Officer (CAO), and staff authorized by the CAO to speak to the media.
10. Work with management to respond to unanticipated events, emergencies, and potentially contentious questions or issues. Provide strategic advice to protect the Town's reputation and maintain a high degree of confidentiality.
11. Research and provide media monitoring briefs as requested.
12. Perform the "Information Officer" function when the Town's Emergency Operations Centre is activated. Duties assigned during an emergency may differ from regular duties.
13. Develop and implement performance measures to ensure communications strategies are effective.
14. Manage and update media and stakeholder databases, serving as the final point of contact for editing before media releases, media advisories, and public service announcements are distributed.
15. Establish and maintain effective working relationships with a variety of internal and external contacts
16. Conduct research as needed.
17. Perform other related duties as required.

**Knowledge, Skills, and Abilities:**

1. Considerable knowledge of communications; media relations; web/social media platforms and writing techniques; outreach event planning; print and electronic news and advertising media; graphic arts; and marketing and public engagement principles, practices, methods, techniques, and related technology.
2. Ability to plan, develop, coordinate, execute, and evaluate communications and public engagement plans.
3. Proven strategic written and verbal communication skills, that include facilitating meetings and workshops, and providing public presentations that consider issues management and an understanding of the Town's, community's, and relevant partners' interrelationships.
4. Ability to establish and maintain effective working relations, providing excellent customer service to a variety of internal and external contacts, including staff, elected officials, interest holders, external contacts, and the general public.
5. Demonstrated ability in website content and social media management.
6. Exceptional research, writing, proofreading, and editing skills.
7. Superior interpersonal and communication (verbal, written, and public speaking) skills.

Proficiency in languages in addition to English is an asset.

8. Skilled in analyzing public engagement input and identifying themes/key issues and potential recommendations/solutions.
9. Considerable initiative, decision-making and problem-solving skills, sound judgement, and political sensitivity; able to exercise a high degree of tact, diplomacy, and discretion.
10. Excellent computer skills, preferably in web-based communications, presentation programs, and graphic design.
11. Self-directed, organized, results-focused, and detail oriented while working under pressure and managing competing priorities.

**Qualifications and Experience:**

1. A post-secondary degree in communications, public relations, journalism, or a related field.
2. Minimum of five years of related experience that includes writing and delivering strategic communications plans, media relations, and issues management, ideally with some experience on high profile or large capital projects. Experience in a local government environment is preferred. Experience working with other levels of government would be an asset.
3. IAP2 certification and strong knowledge of engagement principles, as well as emerging and innovative approaches and techniques.
4. Photography skills would be an asset.
5. A valid B.C. Driver's Licence.

*This job description is only a summary of the typical functions of the job and is not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks and duties of the jobholder might differ from those outlined in this job description and other duties, as assigned, might be part of the job.*

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Scott Sommerville  
Chief Administrative Officer