



## **Communications Coordinator**

### **About Torbay**

The beautiful Town of Torbay is a vibrant community with over 7,899 residents on the Avalon Peninsula of Newfoundland and Labrador. Torbay is home to over 150 businesses, three schools, and numerous community groups. Situated right on the Atlantic Ocean, Torbay offers breathtaking views in a scenic, rural setting. Conveniently bordering the capital City of St. John's, all urban amenities, including major retail centers and an international airport, are within a few minutes' drive.

### **The Position**

The Town is currently searching for a motivated, energetic, and enthusiastic individual to join our team as Communications Coordinator. In this role, you will be primarily responsible for the development and implementation of the Town's internal and external communication strategies to ensure adherence to policies and maintenance of the Town's brand. In addition, the successful candidate will oversee the development of the Town's Communications Plan and Social Media Plan and will design messaging and graphics for the Town's website, social media platforms and other publications. You will interact closely with all internal and external community stakeholders.

Occasional work outside of regular work hours including attendance at Council Meetings, weekend work, flex time, and "on-call" availability is a requirement of this position as well as attendance at evening meetings and events. Hours worked outside the normal work hours will be compensated for by providing five discretionary leave days. Time off during regular scheduled work hours is subject to prior approval. Every effort should be made to rearrange the regular work hours to coincide with regularly scheduled meetings and events as per the requirements of this position.

### **Major Duties & Responsibilities**

- Provide strategic communication advice in support of the Town's vision.
- Liaison with relevant committees and internal and external stakeholders to promote and enhance the Town's mission.
- Develop communications and social media policies for staff and Council and monitor adherence to the policies.
- Develop and maintain communications budget, including strategic planning and invoice approval.
- Work with Mayor, Councilors, CAO, and Directors, as required, to prepare and deliver the necessary tools, support services and communications products to assist in meeting strategic objectives and targets.
- Maintain an up-to-date communications work plan, announcement schedule and media database, and analyze metrics to optimize messaging and delivery for all

communication tools including social media, community engagement platforms, e-newsletters, digital signage, strategic plan updates and budget highlights.

- Produce communication tools, such as key messages, briefs and speaking notes, newsletter stories, and web content material to support Councilors and Town departments.
- Collect, develop, and disseminate information and promotional material including newsletters, public notices, events, and press releases for all communication channels.
- Manage all resident feedback and inquiries received through various digital channels and craft and/or facilitate responses to resident queries.
- Regularly update and manage websites and social media accounts.
- Make recommendations for continued improvements to internal communications.
- Create, record, edit and maintain a repository of all multimedia content including infographics, photos, and videos.
- Coordinate and participate in Town events, tradeshow, and other activities designed to promote and create awareness of Town programs and services.
- As required, collaborate with external consultants on the design and delivery of communications projects.
- Monitor media alerts and headlines for relevant stories featuring the Town, Town representatives, or residents.
- Act as the main point of contact for all media, including fielding requests, writing media alerts, press releases and maintain a media contact database.
- Issue pertinent and time-sensitive information to residents through all available communication channels maintained by the Town.
- Strong client service focus and the ability to manage competing priorities.
- Ability to work independently or as part of a team.
- Design, select and facilitate purchase of Town promotional materials.

### **Qualifications**

The ideal candidate will possess an undergraduate degree with a focus in communications, marketing, and social media and must be highly skilled in web development, technical troubleshooting, and graphic design. Creativity, and strong oral and written skills are also required to be successful in this role. Preference may be given to candidates with a combination of other suitable qualifications and/or experience.

### **Application Process**

Applications complete with a cover letter and resume can be emailed, in confidence to Mark Whalen, Director of Human Resources at [mwhalen@torbay.ca](mailto:mwhalen@torbay.ca) no later than **4PM on Friday January 27<sup>th</sup>, 2023.**

The Town of Torbay offers a competitive compensation and benefits package. If you are searching for a dynamic position and are looking to join a high-functioning team, we want to hear from you.

The Town of Torbay wishes to thank all interested applicants. Only those selected for an interview will be contacted.