

The Corporation of the Town of LaSalle

Job Posting

Job Title:	Corporate Communication and Promotions Officer
Department:	Administration
Reports to:	Chief Administrative Officer
Posting Date:	Friday, December 19, 2014
Posting Deadline:	Wednesday, January 14, 2015
Salary Range:	\$85,082.99 - \$95,706.84

Summary

The Corporate Communication and Promotions Officer is responsible for the communication of information to all employees, Council, and the general public. Other responsibilities include the development of corporate communication and promotion plans, strategies, press releases, public notices, media alerts, briefings, branding, and social media.

Primary Duties and Responsibilities

1. Execute corporate communications, promotion plans, and organizational strategies
2. Draft and edit communication materials including press releases, public notices, media alerts, and briefings
3. Monitor and respond to inquiries generated from the Town's website and/or social media platforms, and ensure information remains current and focused on supporting the Town's communication strategy
4. Provide functional advice to all departments related to web content
5. Develop and maintain effective relationships with members of the local, regional, provincial, and national media
6. Liaise with external parties and handle sensitive information in confidence and with discretion
7. Provide advice to Council and CAO on internal and external communication and promotion strategies
8. Assist the CAO in developing an annual report of Council activities and achievements
9. Organize media announcements, conferences, or special events
10. Develop strategic communication plans for senior levels of management and Council
11. Provide communication direction during emergency management situations
12. Assist in the preparation of Council reports, and attend both open and closed Council meetings as required
13. All other duties as assigned

Qualifications

- Postsecondary University degree in Communication, Public Relations, Journalism, or a related field
- Minimum of five (5) years previous related experience
- Strong knowledge of Microsoft Office (Word, Excel, PowerPoint, Outlook), and photo related software
- Excellent analytical, organizational, and problem solving skills
- Superior verbal and written communication skills
- Flexibility and adaptability in communicating information to various audiences
- Valid Class "G" drivers license

Qualifications Considered Assets

- Knowledgeable with the Municipal Freedom of Information and Protection of Privacy Act
- Experience with website page design and other forms of social media

Working Conditions

- Duties shall primarily be performed indoors with occasional outdoor activities
- Safety equipment as required (i.e. safety shoes, glasses/goggles, hearing protection, etc.)
- Manual dexterity to use desktop computer, peripherals, etc.
- Periodic local and out of town travel required
- Operation of motor vehicle

Hours of Work

- Primary hours of work are Monday to Friday (35 hours), day shift
- Flexibility in hours of work are required in order to attend special events and council meetings

Physical Requirements

- Physical work environment requiring extended periods of walking, standing, crouching, bending, kneeling, climbing, and sitting

Direct Leadership Responsibilities

- None

We thank all applicants who apply for this position, but only those candidates selected for an interview will be contacted. In accordance with the Municipal Freedom of Information and Protection Act, personal information is collected under the authority of the Municipal Act, and will only be used to determine eligibility for potential employment. We are dedicated to equal opportunity. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance.

Please submit resume and cover letter in confidence to:

Town of LaSalle
Attn: Human Resources Officer
5950 Malden Road
LaSalle, ON N9H 1S4
hr@town.lasalle.on.ca