

**GREENVIEW, ALBERTA  
OPEN COMPETITION**

**JOB TITLE:** COMMUNICATIONS ASSISTANT  
**DEPARTMENT:** ADMINISTRATION  
**LOCATION:** Administration Offices – Valleyview Alberta

**SUMMARY:**

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Are you on top of the latest technology, design and communications trends? Are you one of those special people that can synthesize large quantities of information and respond in a succinct and precise manner? Are you exceptionally detail oriented? If this describes you, the Communications Department at the Municipal District of Greenview is the place for you.

The Communications Assistant is an enthusiastic professional who thrives in a fast paced, multi-tasking environment. S/he works independently at an intermediate level engaging our Council, departments and residents as we create and share Greenview’s story. Expertise in social media, writing, editing and design are key to success in this position. We are looking for someone who operates with an extremely high level of detail and organization. Our ideal candidate enjoys collaborating with a small team, juggles multiple projects while meeting deadlines, is self-motivated and is committed to continual development.

This opportunity will expose you to a wide array of strategic, technical and politically sensitive issues. Your creativity combined with strong writing skills will allow you to identify solutions, adapt and respond within tight timelines. Your commitment to excellence as a member of the communications team will be key as we boost our profile and enhance our communications offerings.

As the Communications Assistant, you must to be able to effectively communicate with professional and technical staff, management and senior executives throughout the Municipal District of Greenview. Applying sound editorial knowledge and practice, you will ensure publications, media releases, web copy and special projects meet Council’s expectations and are accurate, complete and politically aware.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

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**Major**

Web and Social Media

- Ensure Greenview’s website and social media channels have regular, quality content posted featuring our diverse programs, services and accomplishments.
- Create dynamic campaigns for web and social media using tools such as Hootsuite, WordPress and Mailout.
- Media monitoring and social media analytics.
- Develop photo and video content for web and social media.

Writing and Editing

- Create original content for newsletter articles and other written communications.
- Edit content supplied by technical experts to ensure readability, grammar and adherence to organizational communications standards.
- Proof advertising and other promotional / marketing materials for grammar, readability, and adherence to corporate communications requirements including branding and visual standards.
- In the Communications Officer’s absence, attend council meetings and draft council highlights.

Branding & Marketing

- Coordinate bi-weekly Greenview Pages (full page ads) in local newspapers and online forums.
- Maintain Communications Calendar with scheduled media releases, advertising campaigns, publications, public relations activities and major events.
- Develop marketing collateral which represents Greenview’s brand and visual standards.
- Maintain inventory of existing marketing collateral in the Greenview Store and recommend potential items for future promotions.
- Assist in the implementation of innovative marketing campaigns.

- Evaluate marketing and public relations activities through the use of online survey programs, Google Analytics and other tools.
- Provide advice to staff regarding consistent branding. Maintain templates and update style guide to enhance our brand.

#### Digital Asset Management

- Assist in auditing organizational communications materials.
- Develop and maintain digital asset database.
- Ensure all public facing communications products are readily accessible to our residents and stakeholders.
- Safeguard all communications photos, videos, forms, templates and publications.
- Ensure protected digital assets are readily accessible to required internal users while meeting legislated requirements for privacy.

#### **Other**

- Assist in preparing annual communications department budget.
- Tracking budget expenses, preparing purchase orders, invoices and funding requests for Communications Officer's approval in accordance with Greenview's expenditure policy.
- Preparing event budgets and purchasing items for public relations events.
- Coordinating with caterers and Alberta Health Services for public health approval at all sponsored events where food or beverages will be served.

#### **Minor**

- Preparing reports and requests for decision for Council's consideration.
- Assist in the delivery of municipal public relations events such as the photo contest, municipal golf tournament, ratepayer BBQ's, and recognition banquets.
- Coordinate Greenview's presence at sponsored regional events such as Growing the North, the Tour of Alberta and the Scotties Tournament of Hearts.
- Represent Greenview at trade shows, parades and other public events.
- Organize open houses, conferences and workshops.

#### **Occasional**

- Occasional lifting maybe required
- Creating communications manuals and training materials for use by administrative staff.
- In a state of local emergency the Communications Assistant may be called upon to act as a relief Emergency Information Officer.
- Perform other duties including research and special projects as assigned.

#### **QUALIFICATIONS / EDUCATION / EXPERIENCE:**

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- To perform this job successfully, the individual must be able to perform the duties listed above with excellent quality, timeliness and precision.
- Bachelor's degree in Communications, Public Relations, Political Science or a related discipline is required.
- Three to five years' experience in a municipal or government communications setting.
- Extensive experience with Adobe Acrobat and Creative Cloud. InDesign and Photoshop skills required.
- Must be able to work in high stress environments, including municipal Emergency Operations Centre (EOC) as required. Previous EOC experience is considered an asset.
- The incumbent will be required to complete Incident Command System (ICS) training to the 200 level and become a certified user of the Alberta Emergency Management Agency's (AEMA's) Emergency Alert System within 6 months of hire.
- Class 5 driver's license.

**SKILLS REQUIRED:**

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- Diplomacy when dealing with staff, Council and members of the public.
- Top notch writing, editing and verbal communication skills.
- Balancing multiple projects and meeting deadlines without sacrificing an eye for detail.
- Works well with external personnel such as graphic designers, advertisers, copywriters and website contractors.
- Must know photography and video recording and editing techniques.
- Proficiency with Microsoft Word, Excel, Outlook and presentation software.
- Leveraging digital and social media tools to share the municipality’s work while engaging stakeholders and audiences.
- Monitoring and analyzing statistics and media coverage to assess the effectiveness of communications efforts.
- Adaptability to new technology and changing priorities.
- Strong team player able to work collaboratively, take responsibility, and understand his/her role in building positive public perception of the organization.
- Comfort interacting with the public and media including being interviewed by the media and conducting interviews for municipal communications channels.
- Must maintain confidentiality and be respectful of sensitive situations.
- Knowledge of privacy legislation and other legislative requirements.
- Ability to interpret, implement and adhere to organizational policies and procedures.

**WORKING CONDITIONS AND PHYSICAL ENVIRONMENT:**

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- Extensive use of computers and telephone.
- Long periods of sitting, good lighting, temperature and noise control.
- Use and operation of a vehicle.
- Normal working day consists of 7.5 hours; occasional overtime may be required.
- Overnight travel to other areas of the municipality is sometimes required.

**HEALTH & SAFETY:**

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- All personnel working at the Municipal District of Greenview are governed by the Municipal District Health & Safety Policy.
- Ensures all operations are conducted in a safe manner and in accordance with Municipal District Policies and Occupational Health & Safety Regulations.
- Ensure proper ergonomic requirements are met and good ergonomic procedures are practiced.

**Note:** The above statements are intended to describe the general nature and level of work being performed by the incumbent of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.

**HOW TO APPLY:**

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Interested candidates are invited to submit their cover letter and resume in one of the following ways:

- By Mail or Drop off:** Human Resources  
Municipal District of Greenview No. 16,  
4806 – 36 Ave., Box 1079, Valleyview, Alberta T0H 3N0
- By Fax:** 780-524-4307
- By E-mail:** [careers@mdgreenview.ab.ca](mailto:careers@mdgreenview.ab.ca)

**This position will remain open until a suitable candidate is found.**

**We sincerely thank all applicants, however, only those selected for an interview will be contacted.**