

Engagement & Communications Manager

Corporate Performance Department
Communications Division

(Permanent full-time)

Posting No. 035(292)

The City of Saskatoon is an Employment Equity employer

DUTIES:

1. Oversees the planning and implementation of all corporate engagement and communications activities, including the implementation of community engagement and communication policies and procedures.
2. Ensures departmental engagement and communication plans support the achievement of corporate goals, and define, measure, and advance the brand, image and reputation of the City of Saskatoon.
3. Manages a high-performance engagement and communications team who provide strategic and responsive engagement and communication services for the departments programs and initiatives.
4. Coordinates with Directors and General Managers in setting requirements and priorities for engagement and communications project planning while ensuring their alignment with the rest of the corporation.
5. Aligns communications and engagement initiatives across relevant business units where appropriate.
6. Develops and maintains effective working relationships with relevant stakeholders to ensure corporate engagement and departmental communications initiatives achieve project goals and objectives.
7. Manages a coordinated approach to integrating customer service, marketing and digital programs in all engagement and communications strategies.
8. Identifies engagement and communications barriers with hard-to-reach groups and takes an active role in providing viable solutions.
9. Identifies emerging issues and trends related to community engagement and communications.
10. Participates in the coordination of crisis community engagement and communication activities.
11. Prepares and monitors the department community engagement and communications budgets.
12. Provides advice and support to employees relating to presentations made to the public, community and City Council.
13. Acts as a Media spokesperson, where appropriate for ongoing department programs and services.
14. Acts as the Director of Communications, as required.
15. Performs other related duties as assigned.

QUALIFICATIONS:

- Degree in marketing, public relations, communication, journalism, or related field.
- Seven to nine years' progressively responsible experience in a variety of communications and public consultation functions, including experience in project management, strategic communications and engagement, and acting in a supervisory/managerial capacity.
- Membership or eligibility for membership, in the International Association of Business Communicators (IABC), accreditation preferred and the International Association for Public Participation (IAP2).
- Considerable knowledge of emerging communication and engagement techniques such as social media and online advertising.
- Knowledge of the diversity of Saskatoon's communities and an understanding of the way different groups communicate and engage.
- Demonstrated ability to develop and implement community engagement strategies, programs and initiatives using a wide range of consultation and communication tools.
- Demonstrated ability to deal with issues management and media relations in a political environment.
- Demonstrated ability to consistently meet deadlines.
- Demonstrated ability to develop successful short- and long-term communications and engagement plans.
- Ability to establish and maintain relationships with the public, staff, agency representatives and elected officials.
- Ability to maintain confidentiality while handling sensitive information.
- Excellent written and verbal communication skills.
- Skill in the use of a computer using word-processing, desktop publishing and social media programs and software.

HOURS OF WORK:

Must be available to be on-call.

SALARY:

\$87,035 to \$102,265 per annum. (2016 rates)

CLOSING DATE:

Wednesday, January 25, 2017

2017/01/17