

Communications & Marketing Manager (Assigned to T&U)

Corporate Performance Department
Communications Division

(Temporary full-time for approximately two years)

Posting No. 120(292)

The City of Saskatoon is an Employment Equity employer

DUTIES:

1. Oversees the planning and implementation of all external and internal communication and marketing activities for the assigned Department, including the implementation of corporate communications policies and procedures.
2. Ensures departmental communications and marketing 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 communications and marketing team who provide strategic and responsive communications and marketing services for the departments programs and initiatives.
4. Coordinates with Directors and the General Manager in setting requirements and priorities for communications, marketing and project planning for the department while ensuring alignment with the rest of the corporation.
5. Aligns communications and marketing initiatives across relevant business units where appropriate.
6. Develops and maintains effective working relationships with relevant stakeholders to ensure departmental communications and marketing initiatives achieve project goals and objectives.
7. Manages a coordinated approach to integrating customer service, community engagement and digital programs in all communications and marketing strategies.
8. Identifies communication barriers with hard-to-reach groups and takes an active role in providing viable communications and marketing solutions.
9. Identifies emerging issues and trends related to communications and marketing.
10. Participates in the coordination of crisis communication plans and activities.
11. Prepares and monitors the department communications and marketing budgets.
12. Provides advice and support to employees relating to presentations made to the public 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 marketing functions, including experience in project management, strategic communications and acting in a supervisory/managerial capacity.
- Membership or eligibility for membership, in the Canadian Public Relations Society or the International Association of Business Communicators, accreditation preferred.
- Considerable knowledge of emerging communication and marketing 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.
- Demonstrated ability to develop and implement communication and marketing strategies, programs and initiatives using a wide range of communications and consultation 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 marketing 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:

\$87,035.04 to \$102,265.92 per annum (2016 rates)

CLOSING DATE:

Wednesday, March 8, 2017