

**Town of Stony Plain
Job Description
Department: Office of the CAO**

Position Title: Corporate Communications Assistant

Classification: Administrative

Position Summary: Under the supervision of the Corporate Communications Officer, supports the Town of Stony Plain's internal and external communications functions. Involved in creating and executing effective communications through communications plans, social media management, writing and editing of promotional pieces, planning small public engagement events, assisting with media relations and performing other related functions.

RELATIONSHIPS

Reports To: Corporate Communications Officer

Positions Supervised: N/A

Core Duties:

- Assist with developing and executing effective communication; write communications plans, critical timelines, reports, and initiatives
- Support coordination of all aspects of the Town's external corporate communications, including strategic communications, media relations, crisis communications, publications and marketing
- Maintain and manage the Town's social media platforms; launch engaging and effective paid social media promotions
- Assist in the creation and editing of print- and digitally-based informational, promotional, and marketing materials such as newsletter, brochures, advertisements, PowerPoint presentations, etc.
- Support the Town's media relations function by writing news releases, media advisories, public service announcements, speeches, speaking notes, and quotes
- Assist the Corporate Communications Officer with public engagement by planning and executing a variety of small events
- Other functions as identified by the Corporate Communications Officer

QUALIFICATIONS

Specialized Skills/Knowledge:

- Applied knowledge of all aspects of communication including public relations, issues management, promotion, branding, media relations, public engagement, publication development, special events planning, crisis communications, and online communications and marketing
- Thorough knowledge of marketing and communications strategies; ability to create and execute communications plans from start to finish
- Strong knowledge of social media marketing, including scheduling softwares, analytics assessment, and paid promotion
- Excellent computer skills; solid understanding of MS Office products, principally Word, Excel, PowerPoint, Outlook, and Publisher
- Excellent oral communication skills; excellent written communications; extensive knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar
- Demonstrated ability to perform complex and multiple tasks in a rapidly changing, fast-paced environment; ability to organize work and prioritize to meet formal deadlines with continuous interruptions; strong analytical and project management skills
- Ability to plan effective and organized events
- Familiarity of Privacy Legislation governing electronic use and maintenance of information
- Ability to receive and provide constructive criticism
- Confident, creative, and energetic personality

Education:

- Post-secondary degree or diploma from a recognized education institute in the area of marketing, communications or public relations

Experience:

- Minimum two years in marketing or communications, preferably in a municipal setting
- Experience writing and executing communications strategies
- Experience managing social media platforms in a business environment
- Event planning experience is considered an asset

Employee Name: _____

Reviewed by Employee: _____

Reviewed by Manager: _____

Dated: _____