

Communications and Engagement Advisor

Location: Municipal Hall, Pemberton
Full time, Permanent position

Summary:

This role is responsible for producing strategic and relevant communications and engagement regarding Village operations and projects as well as the research and coordination of provincial and federal grant applications. This position also provides consultative and creative support to the Village and acts as the Media Relations Liaison.

Responsibilities:

Communications:

- Provides strategic communications advice to Council and Village Staff
- Develops and oversees communication plans for the Village in alignment with strategic priorities, policy, and capital projects
- Creates content and distributes the Village's E-News
- Develops and maintains Village policies and administrative procedures related to communications, engagement and social media
- Manages Village of Pemberton social media tools and websites; including enhancements, troubleshooting, content development, campaign management, responding to the public and administration rights including management of user access
- Coordinates, compiles and edits the Village's Annual Report
- Drafts and edits non-routine correspondence and reports
- Monitors trends and best practices related to communications and engagement

Media and Public Relations:

- Researches, drafts and prepares all media and press releases
- Maintains a list of media contacts and fosters positive relations with those contacts
- Fields media requests and coaches Council and Village Staff on how to respond
- Creates and implements public relations campaigns and events as directed
- Drafts speech notes, speaking points and event briefs
- Conducts daily media monitoring and maintains a record of Village media coverage
- Distributes media coverage to Council/relevant Village Staff

Marketing & Branding:

- Develops, designs and coordinates advertisements and notices
- Develops and formats Village documents and templates
- Oversees corporate branding and approval of applications of the Village brand and logo
- Manages street banners and utility box wraps
- Develops and designs marketing materials, signage, posters, and collateral

Community Engagement:

- Partners with Village Staff to develop and execute community engagement strategies and campaigns
- Develops and maintains engagement tools including surveys and websites
- Plans and supports events including Town Halls, Coffee with the Mayor Information Sessions, and Open House events
- Evaluates the success of engagement campaigns, monitoring feedback and comments, providing reports and recommendations accordingly

Grant Writing:

- Researches grant funding opportunities aligned to strategic priorities and capital projects
- Partners with subject matter experts to research and prepare funding applications
- Supports the Finance Department to complete reports for funders, as required
- Coordinates project and grant meetings to encourage alignment of grant opportunities for the Village
- Maintains a record of grant submissions and supporting documentation

Skills and Experience:

- Experience working in a communications, public relations or related field
- Experience working with media and knowledge of media relations protocol
- Ability to multitask and manage multiple concurrent deadlines
- Self-starter and the ability to work independently
- High attention to detail; ability to proofread, interpret rules and regulations
- Superior communication skills, both written and verbal
- Demonstrate proficiency in the core competencies of adaptability, relationship-building, problem-solving and customer service with internal and external stakeholders
- Self-motivation with appreciation for being part of a team
- Proficient with computers, social media, and all aspects of MS Office
- Ability to deal with unexpected situations in a calm and competent manner
- Ability to exercise sound judgment and embrace accountability for decisions
- Ability to act with tact, diplomacy and discretion with a high degree of confidentiality

Emergency Operations Responsibilities:

All persons employed by the Village of Pemberton will be required to assist the Village in providing emergency services. Duties assigned during an emergency may differ from regular duties.