

Engagement and Communications Officer

Reports to: Director of Community Services
Services Department: Community Services
Classification: Exempt

Main Purpose & Function:

Reporting to the Director of Community Services, the Engagement and Communications Officer is responsible for developing and implementing a comprehensive internal and external communications plan and fostering a culture of engagement with Town stakeholders. The Engagement and Communications Officer leads projects, coordinates consultants, conducts research, and composes civic engagement strategies and communications materials. Additionally, the Engagement and Communications Officer represents the municipality to the public and outside agencies, ensuring clear and consistent messaging.

Major Accountabilities:

1. Develops and implements communication plans, strategies, and tactics to effectively convey the Town's strategic priorities and initiatives to various stakeholders.
2. Proactively seeks community feedback using a variety of strategies and tools that encourages community engagement.
3. Establishes and maintains strong internal and external relationships with elected officials, department heads, community organizations, media outlets, and other stakeholders to foster collaboration and effective communication.
4. Leads communication projects, including responsibility for timelines, budgets, and resources, to ensure the successful delivery and achievement of communication and department objectives.
5. Leads and collaborates with consultants, Town partners, and contractors involved in Town of Smithers communication and engagement efforts, providing guidance and oversight.
6. Plans and implements community consultation and engagement initiatives on publicly sensitive issues, fosters collaboration between departments to develop and implement comprehensive communication and engagement plans and materials.
7. Manages and maintains the Town's website and social media channels, ensuring content is accurate, up-to-date, and engaging.
8. Monitors and analyzes emerging issues and opportunities that may impact the local government and develop appropriate communication strategies to address them effectively.
9. Conducts research, writes, and edits communication materials to ensure clarity, consistency, and alignment with organizational objectives.

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10. Drafts news releases, speaking notes, briefing notes, advertisements, backgrounders, and other communications materials as required.
11. Researches and composes civic engagement strategies and materials to encourage community participation in local government initiatives, projects, and decision-making processes.
12. Serves as primary liaison between the media, the public, and external organizations on behalf of the municipality to effectively communicate the local government's positions and policies.
13. Develops and implements strategies for effective internal communications, ensuring that information is shared efficiently and accurately throughout the organization. Monitors and evaluates internal communication strategies, utilizing feedback, to continuously improve communication processes and tools.
14. Provides guidance to Senior Management and Council regarding communications, providing insights and recommendations on proven methods for enhancing internal and external communication.
15. Collaboratively assist staff in other departments with the development and delivery of public communication and engagement plans and materials, maintaining consistency with the Town's communication objectives and standards.
16. Develops policies and procedures regarding standards for corporate communications and brand imaging.
17. Assumes the role of Information Officer during the activation of an Emergency Operation Centre (EOC), serving as the coordination point for all public information, media relations and internal information sources for the EOC.
18. Manages the end-to-end process of writing, editing, and coordinating the production of various Town publications, including the Annual Report, Financial Plan, newsletters, and brochures.
19. Performs other related duties as may be required or assigned from time to time by supervisor.

Qualifications:

- University Degree in public relations, marketing, communications, journalism, or another related field. A combination of relevant education and experience may be considered.
- Three years' experience in marketing and communications. Minimum of two years recent related experience including corporate communications, media relations, public engagement, social media, and policy development, preferably in a public sector environment.
- IAP2 Certification in Public Participation is preferred.
- Valid BC Class 5 License.

Other Requirements:

- Excellent writing, editing, and proof-reading skills.
- Demonstrated capability to craft compelling content that resonates with the public on multiple platforms.

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- Knowledge of local government operations, policies, and decision-making processes.
- Demonstrated ability to effectively communicate both verbally and in writing, with excellent interpersonal and presentation skills.
- Demonstrated experience in developing and implementing communications plans and strategies to engage diverse audiences.
- Graphic design skills and proficiency in design software is desirable.
- Strong research, writing, and editing abilities, with attention to detail and accuracy.
- Strong organizational skills and the ability to manage multiple projects and priorities effectively.
- Proven ability to respect and maintain strict confidentiality when developing highly sensitive communications strategies and materials.

Approved by:



O. Cloutier

for Town of Smithers

Date

October 12, 2023

Sign off:

Employee

Date