

# **CORPORATION OF THE TOWNSHIP OF ALFRED AND PLANTAGENET**

## **JOB DESCRIPTION**

**TITLE:** Communications Officer

**SERVICE:** Administration Office

**SUPERVISOR:** Chief Administrative Officer

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### **SUMMARY OF FUNCTIONS**

Under the supervision of the Chief Administrative Officer, the Communications Officer is responsible for the management of the website as well as all communications for the municipality in both official languages. This includes, but is not limited to, the drafting and dissemination of public notices, press releases and conferences, speeches, briefing notes, as well as the use of any other appropriate means of communication, both to traditional and digital media, as well as to the public and taxpayers.

The Communications Officer also acts as the Emergency Information Coordinator within the municipality's Emergency Management Program Committee (EMPC) as well as the Emergency Control Group (ECG).

In addition, the incumbent attends all meetings of the City Council and Committees of the Whole to ensure the smooth running of their communications.

### **DUTIES AND RESPONSIBILITIES**

#### **1. PROGRAM/SERVICE**

- Responsible for the sound management, development, maintenance and updating of the municipality's website, including the accessibility of content.
- Ensure that content meets accessibility standards (e.g., AODA).
- Verify compliance with language requirements (English/French).
- Design visuals for municipal publications.
- Develop and ensure the municipality's presence on social media platforms, including content creation.
- Monitor messages and information circulating on social media about the municipality, develop draft replies for approval by the Chief Administrative Officer or department heads, and transmit appropriate information to preserve and protect the corporate image.
- Develop, supervise and review messages, content and information related to official communications prior to their publication in newspapers, radio, television, social media and the municipality's website.

- Participate in the organization, coordination and promotion of media events (25th anniversary, press conferences, golf tournament, "Free tree giveaway", etc.).
- Ensure the broadcast of all public meetings (board meetings, budget discussions, special meetings, etc.) simultaneously on YouTube and Facebook.
- Collaborate with the department heads in the preparation of the relevant information that will appear on the municipality's website.
- Ensure compliance with the municipal policy on communication and information.
- Ensure the sharing of relevant information with the reception team (board meetings, department head meetings, etc.).
- May be called upon to act as a representative for the municipality in the absence of the Mayor and the Chief Administrative Officer.
- Develop communication methods to inform the various municipal partners.
- Perform any other related duties as assigned by the Chief Administrative Officer.

## **2. HUMAN RESOURCES**

N/A

## **3. FINANCIAL RESOURCES**

- The financial resources authorized by the Council.

## **4. MATERIAL RESOURCES**

- The material resources are: a computer, a telephone, headphones, the printer, the fax machine and the photocopier are shared with the team.
- The employee is responsible for the materials and equipment assigned to him or her by the municipality.
- The incumbent shall maintain the confidentiality of all documents transmitted to him or her in accordance with applicable laws, regulations and policies.

## **SKILLS AND EFFORT**

## **5. KNOWLEDGE / EXPERIENCE**

- Hold a three-year college diploma in communications or equivalent experience.
- Computer skills and experience with web content management systems such as WordPress, Drupal or similar.
- Skilled with social networks.
- Excellent communication skills in French and English (oral and written).
- Demonstrate creativity, dynamism and proactivity in the execution of tasks and projects.
- Basic knowledge of HTML is an asset.
- Content accessibility skills are an asset.
- Audiovisual skills is an asset.
- Ability to work with Adobe software (InDesign, Photoshop, etc.) or similar is an asset.

- Familiarity with video editing software (DaVinci, etc.) is an asset.
- Ability and ease in dealing with sensitive subjects.
- Demonstrate the ability to lead projects and work under minimum supervision.
- Demonstrate the ability to work in a team.
- Demonstrate the ability to work within tight deadlines or time constraints.
- Possess a valid Class G driver's license.

## **6. PHYSICAL AND MENTAL EXERTION**

- Dexterity and physical strength to occasionally work on the assembly and dismantling of equipment during events.
- Frequent and sometimes sustained periods of mental concentration.
- Excellent ability to write high-quality reports.
- Ability to manage the stress generated by tight deadlines.

## **7. JUDGEMENT**

The work is carried out under the direction of the Chief Administrative Officer in accordance with established directives, procedures, regulations and policies. Submit suggestions for policy changes as necessary for approval by the Chief Administrative Officer.

The holder shall exercise his or her judgment:

- Respecting established priorities to meet work deadlines.
- In the application of policies and regulations.
- In negotiation, discussions and interviews with department heads, representatives of community organizations, sport and recreation organizations, taxpayers and the public.

## **8. INTERPERSONAL SKILLS**

The incumbent will demonstrate excellent interpersonal skills to interact with department heads, representatives of community organizations, sport and recreation organizations, contractors, suppliers, merchants and the general public.

Contact:

### **INTERNAL:**

- Regular contact with individuals throughout the organization at the management and senior executive levels, the mayor and councilors.

### **EXTERNAL:**

- Regular contact with outside people, usually in person or by phone, representatives, the clientele served and the general public.

## **WORKING CONDITIONS :**

### **9. ENVIRONMENT**

The work is done in an office and outside. Travel is required from time to time.

### **10. CONTROL OF THE WORKING SCHEDULE**

The incumbent may occasionally be required to work overtime to meet established deadlines or to intervene outside normal working hours, particularly in the event of an emergency.

Due to the nature of the position, availability at all times is required to manage urgent situations.

The incumbent must attend board meetings, which are held at 4:30 p.m. every second Tuesday of the month.

It may also be necessary to attend meetings of municipal committees, community groups, or various social groups.

Note: This document was written using the masculine gender only for the purpose of lightening the text. It is agreed that all genres are an integral part of this document.