



POSTING

Marketing & Communications Specialist
Full-time Permanent Opportunity

Why Choose Loyalist for Your Next Great Career Opportunity? Our team is passionate about providing excellent customer service to the residents we serve. We encourage learning and development and believe in a respectful, team-based workplace that is effective and welcoming. Plus, we like to have fun while accomplishing great things for our Residents!

Loyalist Township is committed to reaching our full collective potential as an employer of choice. We offer excellent pay and benefits, including a defined benefit pension plan (OMERS) and free counselling services for staff and their families. Service to our community and each other is what we do.

Loyalist is a growing community of over 17,000 residents situated on the north shore of Lake Ontario between Greater Napanee and the City of Kingston. The Township is a blend of rural and urban areas with several smaller hamlets throughout, including an island community accessible by ferry. It is an outdoor-lovers dream, with a Great Lake on the doorstep and beautiful Canadian shield lakes and provincial parks minutes away to the north. Next door is the historic City of Kingston, which boasts a lively downtown core right on Lake Ontario, full of excellent restaurants and nightlife offerings. We are also connected to large urban centres by the 401, with the GTA two hours to the west and Ottawa two hours to the east.

What do You offer Loyalist as a Marketing & Communications Specialist? You are a creative person who enjoys creating engaging content. You have experience using multiple social media channels and analytic tools to ensure your messages are being received by users. You take pride in providing excellent customer service in all facets of your job. You bring a positive approach to challenges, are very organized, and are able to prioritize competing demands. *If this sounds like you, apply today!*

Loyalist Township invites applications for this permanent full-time position, which is covered by the CUPE Local 2150 Collective Agreement. A detailed job description is below.

File No: 2021-41 Marketing & Communications Specialist
Hours: 35 per week
Hourly Rate: \$31.76 per hour (2021)
Closing: October 17th, 2021, 11:59 p.m.

A detailed job description is below. Please submit your cover letter and resume using the online form by selecting the apply now button:

[APPLY NOW!](#)



JOB DESCRIPTION

POSITION TITLE: MARKETING AND COMMUNICATIONS SPECIALIST

DEPARTMENT: CORPORATE SERVICES, COMMUNICATIONS DIVISION

REPORTS TO: CORPORATE COMMUNICATIONS COORDINATOR

CATEGORY: PERMANENT FULL-TIME

UPDATED: NEW SEPTEMBER 2021

POSITION SUMMARY:

This role is an integral part of service delivery to the residents of Loyalist Township and contributes to the achievement of our Strategic Plan by supporting public and employee engagement. This position uses innovative means to connect on multiple channels with stakeholders. This role ensures our corporate brand is consistently represented in all marketing and communications initiatives. The incumbent is responsible for creating engaging messaging that reaches people as intended, ensuring stories have impact. This role supports all media relations activities, as well as social media and other content updates.

MINIMUM QUALIFICATIONS – EDUCATION & EXPERIENCE:

- Degree in Marketing, Advertising, Graphic Design, or Communications
- A minimum of three years' experience in a communications, marketing or graphic design role preferably in a public sector environment, including experience:
 - Producing creative and engaging content.
 - Successfully utilizing multiple social media channels and analytic tools.
 - Operating a digital SLR camera and digital video camera.
 - Managing related projects successfully and independently.
 - Meeting the needs of internal and external stakeholders in a timely manner.
- An equivalent combination of education and experience will be considered.
- Must possess and maintain a class "G" Ontario driver's license and have access to a reliable personal vehicle.

KNOWLEDGE, SKILLS & ABILITIES:

- Proficiency with various multimedia and presentation software, including MS Office, Adobe Creative Suite, presentation and video editing software and Content Management Systems (CMS).
- Possesses a strong understanding of best practices for compelling social media content, influencer engagement, content campaigns, and media coverage amplification, and the ability to maintain currency of knowledge in a fast-changing area of expertise.

- Ability to write for leadership and a variety of audiences, on a wide range of topics with different goals and intentions, with purposeful strategies to solicit feedback and ensure the messages intended are the messages received.
- Exceptional writing and efficient editing skills, with the ability to ensure proper tone, English grammar, spelling, punctuation, sentence construction, and accuracy using excellent proof-reading skills.
- Ability to continually maintain and enhance website content and stay abreast of municipally related current events on multiple media channels, using good political acuity to identify when to escalate information.
- Proven ability to exercise discretion, good judgement, diplomacy and confidentiality.
- Excellent interpersonal skills that foster positive working relationships with the ability to de-escalate frustration when needed and support individuals with a wide variety of knowledge related to marketing and communications.
- Demonstrated flexibility and organizational skills to meet established deadlines in a dynamic work environment with shifting priorities, multiple demands, and some urgency.
- Excellent customer service orientation with the ability to use tact and diplomacy when establishing workplans with internal and external stakeholders.
- Demonstrated ability to independently manage projects as assigned with minimal supervision.
- Highly self-motivated with an ability to stay current with emerging trends in marketing and communications best practices and technology and its application in the workplace.

KEY RESPONSIBILITIES:

- Ensures consistency in all Township communications and marketing, across the organization.
- Supports the establishment and evolution of communication and marketing guidelines to reflect best practices.
- Collaborates with internal stakeholders on operational communication and marketing needs and provides guidance and expertise to support the needs of their programs and projects, in a timely manner.
- Supports the Coordinator with targeted public engagement and community consultation strategies and initiatives for internal stakeholders by promoting the value of corporately supported communications and acting as an advisor.
- Designs and produces (with and without outside vendor support) traditional and digital assets including web content, graphics, video and photographic information.
- Supports the production and implementation of communication and marketing materials that support the communication plan.
- Develops, edits and publish various written materials including, but not limited to, news releases, webpages, stories, articles, editorials, fact sheets, newsletters, and other written communications.

- Coordinates the distribution of general information to the public and media to keep residents apprised of events happening within the municipality, promoting opportunities for residents to participate and/or submit feedback.
- Coordinates the distribution of information to Township employees, to keep employees apprised of projects and events impacting them and other stakeholders.
- Supports the Coordinator in reviewing analytics, evaluating communication campaigns and report findings with recommended improvements for future campaigns.

WORKING RELATIONSHIPS:

Internal

Daily communication with the Corporate Communications Coordinator, staff, and any other team members requiring support.

External

Occasional liaisons with outside marketing and printing vendors.

WORKING CONDITIONS:

Normal office environment working conditions apply. May be seated for long periods (3-4 hours). May occasionally work outdoors in all weather conditions. Work hours are equal to a 35-hour week. Some flexibility is required to accommodate evening/weekend requirements, ie. to cover meetings and events.

The job description reflects the primary duties and responsibilities of this position and should not be construed to describe in detail all duties and responsibilities of the job.