



OAKVILLE

# THE CORPORATION OF THE TOWN OF OAKVILLE

## JOB POSTING

Call No.: 21-2142

Job Designation:	<b>Senior Communications Advisor</b>
Department:	<b>Strategic Initiatives and Communications</b>
Salary Range:	<b>\$79,356 - \$95,267</b>
Job Details:	<b>Full-Time Permanent Non-Union</b>
Posting Status:	<b>Open to all current Town of Oakville employees and external applicants.</b>

Reporting to the manager of Corporate Communications, the Senior Communications Advisor (SCA) is responsible for establishing the strategic direction for their client commission's communications initiatives. The SCA has senior level experience developing and implementing effective internal and external communications plans and providing on-going strategic communications advice and support to clients in an effort to promote and raise awareness of town programs and services. The SCA works collaboratively with senior management and understands and commits to the mission and values of the corporation.

### **As a Senior Communications Advisor you will:**

- Attend client commission meetings and recommend strategic communications solutions
- Develop and implement custom strategic communications plans/strategies to increase awareness and support for town programs and services. Tactics include, but are not limited to, issue management, crisis communications, media relations, public engagement, event planning, collateral development, internal communications, marketing and advertising
- Ensure organizational initiatives and projects are successfully communicated to employees and stakeholders
- Plan, edit and write content for a variety of internal communications mediums such as a staff intranet, quarterly staff virtual town hall, staff e-newsletter or regular email bulletin. You may also be required to work on the layout of content
- Manage resources to ensure budget, deadlines and deliverables are met
- Create and manage collateral development from inception to completion including project scope and budget requirements, the development of content, research, writing, approvals, design, and printing as well as the hiring and tendering of third-party vendors
- Proactively manages the town's reputation by identifying potential issues and solutions to manager, colleagues or clients
- Be responsible for issues management and the development and implementation of media relations strategies, and for providing reputation management advice to clients, including senior staff, on contentious issues
- Write and develop a variety of print and web-based communications materials including news releases, social media posts, web content, speaking notes, brochure and advertisement copy
- Review and edit materials for consistency of style, format, readability and accessibility

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- Provide recommendations and support to clients on advertising and marketing opportunities
- Exercise discretion in dealing with sensitive political and confidential corporate issues or materials
- Plan and execute a number of internal and external events for clients
- Other duties as assigned

### **How do I qualify?**

You have a university degree, diploma and/or post graduate certificate in communications or related field along with a minimum of five years of relevant experience in corporate communications, public relations, and marketing or an equivalent combination of education and/or experience. Your formal education is augmented by progressively responsible positions that have resulted in strong strategic communications skills developing and implementing effective high level communications plans; advanced crisis communications, issues/reputation management and internal communication skills as well as strong project management, negotiation and budgeting skills. You also have superb writing and editorial skills simplifying and communicating complex information into compelling narratives that resonate with target audiences. You have a proven track record working collaboratively with senior staff and Council and the ability to work independently with minimal direction.

### **In addition, your experience includes:**

- Possessing knowledge in current and possible future policies, practices, trends, technology and information related to communications;
- Expert knowledge of the changing media landscape and how to leverage traditional and non-traditional forms of media to advance corporate initiatives by reaching target audiences and delivering positive, compelling messages;
- Experience working in a public sector organization and/or a municipal setting;
- Experience working with senior executives and members of council;
- Meeting the expectations and requirements of internal and external customers;
- Writing clearly and succinctly in a variety of communication settings and styles getting messages across that have the desired effect;
- Scoping out length and difficulty of tasks and projects; setting objectives and goals and establishing targets for quality and productivity;
- Exercising sound judgment and evidence based decision making in demanding or stressful situations, responding decisively and quickly to emerging opportunities or risks; being cognizant of decisions that may be politically sensitive;
- Providing individuals with timely information so that they can make accurate decisions;
- Demonstrating values and ethics in personal behavior in keeping with corporate values; is widely trusted; keeping confidences, admitting mistakes and representing self truthfully;
- Identifying solutions, alternatives and consequences based upon the evaluation of relevant facts, issues and risks;
- Establishing inclusive, cooperative approaches with staff, peers, superiors and clients;
- Effectively motivating and directing the work of individuals and teams;
- Consulting, soliciting and listening to ideas and concerns from colleagues, clients, users, staff and stakeholders;
- Planning and adjusting work based on a thorough understanding of requirements and priorities and seeking clarification and direction as appropriate; setting priorities and

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making the most of time available;

- Dealing proactively with interpersonal or personal matters that could affect own performance;
- Demonstrating an understanding of team member roles and responsibilities, and balancing own needs with those of the team or organization;
- Using government assets and resources appropriately and responsibly by understanding and applying related policies and procedures;
- Making well-thought-out recommendations to management;
- Developing effective networks by seeking out opportunities for collaboration and strategic alliances.

### **Core Knowledge Required for Success:**

You are an experienced professional with a comprehensive knowledge of:

- Current practices, trends, technology and information relative to corporate communications; including social media other online communication tools;
- CP (Canadian Press) style;
- Microsoft office software and other appropriate applications;
- Familiarity with Graphic design software familiarity; e.g., InDesign, Illustrator, PhotoShop.

### **Leadership Competencies:**

**Strategic Thinking** – innovating through analysis and ideas

**Engagement** – working effectively with people, organizations and partners

**Management excellence** – delivering results through own work, relationships and responsibilities

**Accountability and Respect** – serving with integrity and respect

### **Corporate Values:**

Teamwork, accountability, dedication, honesty, innovation and respect

### **We offer:**

- A progressive work environment that promotes a work/life balance and strives to be a great place for great people to do great thing
- A defined benefit pension plan;
- Comprehensive health plan complemented with life and disability insurance.

**Applications for this position must be received at [oakville.ca](http://oakville.ca) in the employment section no later than midnight on **January 22, 2021**.**

**DATED: **January 5, 2021****

*This job profile reflects the general requirements necessary to perform the principal functions of the job. This does not include all of the work requirements of the job. Applicants are required to demonstrate through their application and in the interview process that their qualifications match those specified. Applicants may also be required to undergo testing.*

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**We thank all applicants and advise that only those selected for an interview will be contacted.**

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Personal information collected from applications and resumes is collected under the authority of the *Municipal Act, 2001*, and will be used to determine qualifications for employment. Questions about this collection of information should be directed to Human Resource Services, 1225 Trafalgar Road, Oakville, Ontario L6H 0H3.