

COMMUNICATIONS OFFICER

COMPETITION #ADM 18-01-I

Only applications from current KDSB employees will be considered for internal job postings.

DEPARTMENT:	Administration
STATUS:	Regular, full-time - Non-union position
LOCATION:	KDSB Dryden Administration Office
AVAILABLE:	TBD
HOURS OF WORK:	Monday to Friday 8:00am to 4:30pm; 37.5 hours per week. Opportunity to work a Compressed Work Week (CWW) schedule allowing for one (1) day off every 3 weeks. Additional hours beyond the normal daily and/or weekly scheduled hours may be required from time to time depending on workload.
SALARY SCALE:	\$68,515.54 - \$80,388.26 per annum

POSITION DETAILS:

Communications and media relations are essential components of the Kenora District Services Board's programs and services and important in maintaining credibility with communities and municipalities.

Reporting to the Chief Administrative Officer the Communications Officer will provide a range of high-quality, professional communication services as part of the overall administration that maintains a high public profile. This includes issuing frequent public reports, addressing frequent requests from the media, and working with senior staff in preparing speeches and presentations.

The role of the Communications Officer includes (but is not limited to) media monitoring, conducting research and analysis, being the media liaison, producing communications materials (including press releases, speeches, presentations, videos, and program brochures), developing program marketing strategies, website design, social media monitoring and maintenance of the KDSB's social media presence; and producing regular community and municipal update reports on programs and services.

KEY RESPONSIBILITIES INCLUDE:

- Developing, implementing, and evaluating internal and external communication plans and initiatives. Ensuring all communication is accurate, relevant, timely and consistent with the corporate brand and overall corporate messaging.
- Measure the return on investment for all communication investments and activities and report results for internal analysis.
- Create communications templates for various communication mediums including email, letters, memos, etc. and serve as lead editor for all internal and external communication.

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- Develop and distribute internal and external communication materials including brochures, frequently asked questions, and press releases.
- Build relationships with key media contacts and identify opportunities to proactively promote corporate news, information, and stories to media as appropriate.
- Manage and oversee the coordination and communication of corporate news, information, and stories to internal and external audiences. This includes handling day-to-day media relations and requests for brand and corporate issues.
- Develop and maintain current and accurate website content in consultation with the appropriate management representative.
- Liaise with IT personnel to ensure website content is updated and accessible in appropriate formats and languages.
- Develop and maintain the corporation's social media presence on social media platforms (i.e. Facebook, Twitter, etc.)
- Analyze potential new products/media platforms to enhance the communications work of the corporation.

SUCCESSFUL CANDIDATES WILL HAVE:

- Strong working knowledge of communication principles and practices.
- Must possess excellent oral, written and interpersonal communication skills with exceptional writing and editorial abilities. Thorough understanding and application of the English language, including grammar, punctuation, and spelling.
- Fluency in another language is an asset (i.e. French, Ojibway, Oji-Cree) but not required.
- Thorough working knowledge of Microsoft Word, PowerPoint, and Excel, Internet, Adobe products, social media platforms, and other public relation tools.
- Demonstrated strong project management skills to effectively manage multiple tasks and meet tight deadlines.
- Ability to work in a fast-paced environment while seeing a project through to completion.
- Must have the ability to be an influential communications consultant within the organization.
- Must have the ability to work effectively in a team and independently and handle direction and criticism and a positive manner.
- Must be capable of maintaining confidentiality, with a high level of accuracy regarding information.
- The ability to develop and maintain strong professional relationships with internal and external stakeholders and work effectively with all levels of employees is critical.
- Must be comfortable responding to inquiries from members of the media and public, including interest groups and stakeholders.

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QUALIFICATIONS WILL INCLUDE:

- Post-secondary degree or diploma in Communications, Marketing, Public Relations, or a related field is required.
- Previous experience (1-3 years) in communications or public relations is preferred but not required.
- Knowledge of the Accessibility for Ontarians with Disabilities Act (AODA) and Web Content Accessibility Guidelines (WCAG) is an asset, along with HTML.

The above is not a fully comprehensive description of the position. For a full description of this position, please request a copy of the job description from your Manager.

HOW TO APPLY:

Interested candidates are invited to submit a cover letter and resume, by email, referencing the competition number in the subject line of the e-mail, on or before **Tuesday, February 20, 2018 at 12:00pm (noon) CST** to the:

Human Resources Department
Kenora District Services Board
Email: hr@kdsb.on.ca