



Township of
Leeds and the
Thousand Islands

Job Description

POSITION TITLE:	Communications and Community Services Assistant
REPORTS TO:	Director of Community and Business Services
SUBORDINATE POSITIONS:	N/A
DATE:	August 31, 2022

POSITION SUMMARY:

Reporting to the Director of Community and Business Services, the Communications and Community Services Assistant assists the effective and proactive delivery of corporate and community communications, supports public relations and engagement activities, maintains social media content graphic design of printed materials, responds to public enquiries and other communications and public relations activities in alignment with strategic priorities. The incumbent will also be responsible for fostering positive working relationships with community groups, residents, and other stakeholders to provide assistance as it relates to community events, business supports and partnerships.

RESPONSIBILITIES:

- Assist with external communications strategies and implement proactive communication planning including all print, broadcast, and electronic publications including e-newsletters.
- Ensure corporate communications are consistent with corporate strategic plans and key messages.
- Contribute to the development and execution of communications frameworks, tools, and strategies in alignment with the Strategic Plan and other corporate priorities.
- Provide assistance to staff to ensure all external communications provide the community with a high quality, transparent, balanced, objective, and clear message.
- Work with departments to ensure content is accurate, up to date and relevant on the corporate website and other social media channels.
- Serve as a staff liaison with the external Economic Development Committee, Partners in Economic and Revitalization (PEER) Committee, Youth Advisory Committee, and other community-based organizations.
- Foster relationships with community organizations and the public to provide

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support and assistance including for the Township's Community Grant Program, the Special Events Policy, and other related policies and procedures.

- Support the dissemination of information through various media channels in an urgent situation or emergency.
- Ensure the corporate identity is managed professionally and consistently and provide communication expertise and advice in the development of corporate projects, policies, and programs.
- Implement and develop recreation programs while liaising with external community partners and support initiatives within the community.
- Assist with economic development initiatives to enhance opportunities within the Township.
- Protects own health and health of others by adopting safe work practices, reporting unsafe conditions immediately, and attending all relevant in-services regarding occupational health and safety. Follows all guidelines for employees and employers as legislated under the *Ontario Occupational Health and Safety Act*.
- Other duties as assigned.

The foregoing description reflects the general duties necessary to describe the principal functions of the job identified and shall not be construed to be a detailed and all-inclusive representation of the duties that may be inherent in this position.

QUALIFICATIONS:

- Diploma in Communications, Public Relations, Journalism, Graphic Design, or related discipline.
- One to two (1-2) years related experience in a corporate communications role with specific experience in social media management, website administration, graphic design, photography and video production preferred.
- Knowledge of communication principles and best practices. Demonstrated experience writing press releases, conducting research, updating website content, and social media management.
- Knowledge of the role of local government and the context in which the municipality operates and the roles of Council and staff in this environment. Sound political sensitivity and judgement, along with a strong customer service focus.
- Excellent English language skills both verbal and written.
- Demonstrated ability to communicate strategically and in a manner that builds understanding and commitment.
- Possess a reasonable understanding of legislation pertaining to corporate/municipal communication and be prepared to vet information when uncertain.

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- Excellent administrative, interpersonal, organizational, time management, and public relations skills, together with the ability to use tact and discretion and to deal courteously and effectively with the public and fellow staff members.
- Ability to multi-task, cope with interruptions and work under pressure to meet multiple deadlines, exercise discretion and good judgment particularly when handling highly confidential/sensitive information. Possess a high level of initiative and personal integrity.
- Proficient in Windows and Microsoft Office applications, social media platforms, graphic design software and office equipment.
- Valid Class "G" driver's license and access to a reliable vehicle to use for corporate business. Ability and willingness to travel within the community as required.
- Acceptable vulnerable sector criminal records check and driver's abstract as a continuing condition of employment.

WORKING CONDITIONS:

- Works under general supervision with defined objectives and semi-routine instructions.
- Considerable attention to detail over long duration.
- Definite deadlines with some interruptions.
- Work outside regular office hours to attend events, meetings and other matters.