The Marketing and Communications Coordinator is responsible for providing support in the development and implementation of comprehensive marketing and communications initiatives that support the strategic objectives of the Town of Truro. The Marketing and Communications Coordinator shall coordinate a wide range of innovative marketing and communications and other activities in order to further the development, support and promotions of the Town of Truro’s programs and services. The Marketing and Communications Coordinator will also actively participate in business development priorities that promote local opportunities for business, new residents, and visitors.

REPORTING RELATIONSHIPS:

Reports To: Manager of Strategic Initiatives and Communications

KEY WORKING RELATIONSHIPS:

Internal: - Town of Truro Employees

External: - Community Organizations
          - Local Government
          - Members of the Public

RESPONSIBILITIES/ACCOUNTABILITIES:

Internal and External Communications:

- Provide timely communication support to internal audiences, including Town of Truro staff, departments and Town Council;
- Provide timely communication support to external audiences, as determined by the Manager of Strategic Initiatives and Communications;
- Maintain accurate contact and distribution lists;
- Ensure timely response of all directed internal and external inquiries.
- Develop communication strategies and promote departmental initiatives amongst internal and external audiences;
- Work collaboratively with internal colleagues and external parties to achieve organizational goals; seeks organizational input, engagement, ideas, and expertise.
- Develop and draft key messaging and compelling written content for CAO, Mayor and Council, including but not limited to speeches, presentations, speaking notes, letters.

Digital Communications:

- Initiate, develop, and implement digital communication strategies, (videos, social media, websites, etc.) to engage internal and external audiences;
- Research, produce, and implement content for the Town of Truro digital assets (videos, social media, website, etc.);
- Ensure all information on the Town’s website is up to date and accurate, including coordination with internal resources as needed;
• Initiate, share and monitor content on the Town of Truro’s social media platforms;
• Produce, distribute and monitor video communications, within developed timelines and schedules;
• Track and measure success of digital communication tools via analytics;
• Capture and archive digital communication assets, including graphics, photos and videos;
• Engage and respond to public inquiries and comments, via digital assets.
• Ensure material posted on the Town’s social media platforms (including the Town website, Facebook, Twitter, Instagram, Everbridge) is consistent and in line with direction from the CAO, Mayor and Council;
• Develop and implement a marketing and communications strategy for the Town’s Alert Notification system.

Media Relations:

• Provide support for media relations, including but not limited to:
  o Assisting with stakeholder relations;
  o Editing and distributing media relation materials;
  o Responding to requests and inquiries from the media;
  o Maintaining an updated media contact list.
• Ensure all communication complies with the Town of Truro’s Brand Standards Document, and the Corporate Identity and Branding Policy.

Public Relations/Business Development:

• Develop and maintain positive relationships and partnerships with other municipalities, government agencies, and other stakeholder organizations, especially those working in community and business development.
• Develop and implement marketing and promotional campaigns for the Town’s strategic priorities, in coordination with the Manager of Strategic Initiatives and Communications.
• Plan and assist with Town events and functions, including public engagement activities or special projects, as directed.
• Plan and execute attendance at trade shows, events, and exhibitions, as directed.

CAO’s Office:

• Assist the Diversity Advisory Committee with promotional materials and publications;
• Assist the Regional Emergency Management Organization, acting as the Town’s Public Information Officer.
• Assist with the Town’s Marketing/Accommodations Levy implementation and oversight;

Additional Responsibilities:

• The Marketing and Communications Coordinator will develop and monitor a personal work plan with measurable indicators and timelines, in conjunction with the Manager of Strategic Initiatives and Communications.
• The Marketing and Communications Coordinator will undertake other tasks, activities and responsibilities as deemed to be appropriate to fulfill the responsibilities of the position, as agreed to by the Manager of Strategic Initiatives and Communications.
The Marketing and Communications Coordinator role is expected to provide a level of service required to fill responsibilities that may arise outside of the regular office hours, which may include evenings and/or weekends for special occasions. The Marketing and Communications Coordinator will work with the Manager of Strategic Initiatives and Communications to ensure that the Town’s needs and requirements for the occasional evenings and/or weekend work is appropriately addressed. Such events may include (but are not limited to): special events, urgent communication releases, special council/administrative items.

Regular hours of work will be Monday to Friday, 8:30 am to 4:30 pm, forty (40) hours per week. As a member of the Office of the CAO, the Employee is expected to provide the level of service required to fulfil the responsibilities assigned. Flexibility is permitted, provided it is authorized and approved by your immediate supervisor.

PROFESSIONAL SKILLS:

- Post-secondary education in a field of Communications, Marketing, Public Relations, Journalism, or related;
- At least 3 years' experience in a similar role;
- A suitable combination of experience and education may be considered;
- Experience in project and communications planning;
- Extensive experience in preparing web, social media, and online engagement strategies with demonstrated success in developing effective content and engaging audiences.
- Strong communication, presentation, and organizational skills.
- Proficient computer skills, specifically with Microsoft Office Suite, PowerPoint, Canva;
- Experience with graphic design and photography, an asset;
- Experience with Joomla or similar content management system, an asset;
- Demonstrated ability to interact and collaborate with a variety of diverse stakeholders, including those in senior leaderships roles such as elected officials and senior staff;

COMPETENCIES:

- Strong initiative and flexibility;
- Professional and helpful demeanor;
- Possess the ability to prioritize work and meet deadlines; have flexibility to respond to a variety of tasks and functions; be self-directing and innovative; have the ability to multi-task and possess concentration for detail.
- Must have a valid driver's license, vehicle, and ability to travel locally.

WORKING CONDITIONS AND PHYSICAL ENVIRONMENT:

- Office environment and “team concept”
- Maintain confidentiality
- Provide a criminal records check
AUTHORIZING SIGNATURES

CAO:

___________________________________________________  (Signature)  (Date)

Manager of Strategic Initiatives and Communications:

___________________________________________________  (Signature)  (Date)

Incumbent:

___________________________________________________  (Signature)  (Date)