



## **Administrative Report**

### **Office of the Manager of Corporate Communications and Accessibility**

**To:** Robert Maisonville, Chief Administrative Officer

**From:** Renée Trombley  
Manager of Corporate Communications and Accessibility

**Date:** Wednesday, February 06, 2019

**Subject:** Communications Officer – Permanent Position

**Report #:** 2019-0206-CCA-R01-RT

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#### **Purpose**

To recommend that the temporary, full-time Communications Officer position be made into a permanent position.

#### **Background**

The objective of the Communications department is to improve "Communications Excellence" not only throughout the organization, but also with stakeholders, partners, the public and taxpayers. The International Association of Business Communicators (IABC) describes *communication excellence* as occurring when organizations use communications to manage relationships with their diverse stakeholders in order to achieve mutual understanding, realize organizational goals and serve the public interest.

The Communications department at the County of Essex is a service department and works with all business units in order to drive conceptual planning, execution and measurement of innovative communications strategies, plans and tools aligned with business objectives.

The activities of the communications department can be categorized in the following areas:

- External Communications / Website and Social Media / Marketing
- Media Relations / Crisis Communication
- Internal Communications / Staff Programs / Employee Engagement
- Strategic Initiatives
- Accessibility Coordination

The scope and portfolio of the Communications department continues to evolve and expand as new priorities and opportunities for the County of Essex develop, such as the employee engagement strategy, increased department need for communications support, organizational development and strategic planning.

## **Discussion**

At present, the Communications Officer position has been filled on a temporary basis since July of 2018. This role has currently been dedicated to helping to enhance some of the County's communications tools and has had great success with the following:

- The writing of a new, responsive County of Essex website (Feb 2019 launch);
- Increasing posts, presence and traffic to the County of Essex social channels (an increase of 70%);
- Creating rich media (photography, video) for uses both internally and externally;
- Sharing in the workload associated with media relations by assisting to improve processes, key message development, proactive story generation, etc.;
- Assisting to continue to update the County's current website and employee intranet with regular content.

The 2019 budget identified the addition of a full time position to address not only the ongoing maintenance of the County's improved communication tools, but also the additional communication needs of departments, staff and partners as the County of Essex grows and communication demands increase. This position will also support the County's accessibility initiatives and adherence to accessibility requirements.

## **Financial Implications**

The 2019 Budget included the addition of a permanent position in the Communications department.

## **Recommendation**

That the CAO present the request to County Council for approval that the Communications Officer position be changed from a temporary to a full-time position.

Respectfully Submitted

*Renée Trombley*

Originally Signed by

Renée Trombley, Manager of Corporate Communications and Accessibility

<b>Appendix No.</b>	<b>Title of Appendix</b>
Appendix I	Job Description - Communication Officer



## **Job Description**

### **Corporation of the County of Essex**

**Job Title:** Communications Officer

**Department:** Council and Community Services

### **Summary of Function**

Reporting to the Manager, Corporate Communications & Accessibility, the Communications Officer will work to help develop and execute successful internal and external communications programs (some of a confidential or sensitive nature, including labour relations communications). The Communications Officer will help to drive strategic priorities and programs for the County of Essex and its departments using communications best practices, tools and evaluation procedures, for both traditional and digital platforms.

<b>Task</b>	<b>Description</b>	<b>Frequency</b>
1	Assist in the conceptual planning, execution and measurement of innovative communications plans, aligned with the Corporate Communications Strategy, that utilizes diverse methods of communication tools to reach target audiences for the County of Essex's departments, programs and services.	
2	Write, produce and edit a wide range of communication materials, including: media releases, backgrounders, campaign flyers and fact sheets, brochures, editorials, print advertising, presentations, videos, etc.	
3	Assist in managing the content for the corporate website and social media accounts, ensuring adherence to visual identity, brand standards, corporate voice and tone as well as accessibility compliance.	
4	Assist with media relations (traditional and digital media), including monitoring issues that may impact the corporation, dealing with confidential/sensitive information, assisting in developing timely responses to media inquiries, assisting with the coordination of media interviews for the CAO or designate and organizing media events in support of organizational priorities and initiatives.	
5	Assist in the launch and maintenance of internal corporate programs such as employee recognition, corporate giving and employee performance.	

<b>Task</b>	<b>Description</b>	<b>Frequency</b>
6	Assist with confidential projects that includes communication plans for labour relations activities.	
7	Develops and maintains collaborative relationships with appropriate internal stakeholders.	
8	Other communication tasks as required.	

## **Qualifications**

- A post-secondary diploma or university degree in a relevant field (i.e. Communications, Public Relations, and Marketing);
- Excellent written, spoken, and interpersonal communication skills, with attention to detail;
- Experience using social media, including Facebook, Twitter, LinkedIn and YouTube;
- Able to understand the sensitivities surrounding the use and dissemination of confidential information and communication;
- Understands analytics and research programs, particularly in relation to web and social media statistics;
- Experience in research, setting priorities and managing various concurrent projects;
- Work as a team player with all County of Essex departments, staff, County Council, and the community while always maintaining and promoting a positive and professional work environment.

## **Organizational Relationships**

1. Director of Council and Community Services / Clerk
2. Manager of Corporate Communications & Accessibility
3. Communications Officer

## **Working Conditions**

- Office Environment
- Working to Deadline

**Job Title:** Communications Officer

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**Date Approved:**

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**Supervisor's Signature:**

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