



THE MUNICIPALITY OF  
**LAMBTON SHORES**

Position: Communications Coordinator, Administration Department  
Category: Permanent, Full-time, 35 hours per week  
Salary: \$49,390 - \$61,737 (under review)  
Reports to: Clerk  
Supervises: None

## 1. Position Summary

Working under the direction of the Clerk, the Communications Coordinator is responsible for assisting with the development, delivery and co-ordination of a full range of communications and marketing strategies, programs, plans and services.

## 2. Principal Duties

### Marketing and Communications

- Develops an annual strategic communications and marketing plan for the municipality and oversees the implementation of the plan.
- Co-ordinates communications programs and activities with community groups and all levels of government on behalf of Lambton Shores and as appropriate. Ensures all information provided to the public is consistent with Lambton Shores' corporate goals and Corporate Strategic Communications and Marketing Plan.
- Identifies and monitors new trends to ensure the Municipality's communications strategies are inclusive, consistent, innovative and effective.
- Acts as the lead staff on all municipal branding and visual identity strategies.
- Develops content for corporate messaging including website, digital media, community guides, advertisements, newsletters, brochures, posters, internal templates, tax bill inserts, employee newsletter, briefing notes and other deliverables as required.
- Develops and maintains a working relationship and liaison role with the media to generate opportunities and coverage supporting positive representation of the Municipality.
- Works across all municipal departments in developing campaigns and strategies to support corporate initiatives.
- Heightens the visibility of the Municipality in the community by attending community events as appropriate.
- Delivers presentations to staff, public and Council as required.
- Supervises communications projects from concept to production, including graphic design, print, and digital components.

## Website and Social Media

- Administers, monitors and moderates corporate social media accounts.
- Ensures information on the municipal website is current, timely and accurate.
- Works with staff authors of website content to ensure AODA compliance, accuracy, and appropriate tone of web copy.

## Committee Support

- Acts as part of the Emergency Operations Control Group, under the Emergency Information Officer.

## General

- Prepares reports and recommendations to Council as required.
- Performs other duties as assigned and in accordance with departmental and corporate objectives.

### 3. Education Requirements and Skills

- Post-secondary education in communications, marketing, public relations, or a related field.
- Minimum two years' experience in a related field.
- Municipal government experience is an asset.
- Excellent project management, organizational, communication and interpersonal skills.
- Excellent public relations skills with proven ability to build effective working relationships with all stakeholders including industry and government officials, community leaders, members of the public and staff.
- Ability to use discretion and maintain confidentiality.
- Excellent research and analytical skills as well as strong attention to detail.
- Knowledge of community and related issues.
- Knowledge of media and communication processes and procedures.
- Strong computer skills including MS Office applications. Experience with web content management and social media platforms.
- Graphic design experience is considered an asset.

### 4. Physical Demands and Working Conditions

- Working condition is primarily an office location with occasional travel to off-site facilities
- Ability to attend evening/weekend meetings/events when required
- Valid Driver's License and personal vehicle for use when required
- Satisfactory police check