

**TOWNSHIP OF NORTH HURON
POSITION PROFILE**

Position Title **COMMUNITY ENGAGEMENT COORDINATOR**
Department **ADMINISTRATION**
Report to Title **CAO**

Revised: January 17, 2022

Pay Range: **To be determined**
Position Status: **Full time employee**
Pay Method: **Hourly**
Normal Work Week: **37.5 hours**
Hours over 37.5 to 40.0 hours in a week: **Paid in straight time**
Overtime greater than 40.0 hours in a week: **Paid at time & half**
Location: **Town Hall**

A – POSITION DESCRIPTION

1. Scope of Position

Under the leadership of the Manager of Economic Development, Marketing and Tourism, the Community Engagement Coordinator will assist in establishing, reviewing, recommending and monitoring priorities of the corporate marketing portfolios. Key functions include, but are not limited to: acting as an internal resource for departments and divisions looking to market, introducing marketing and brand management best practices, identifying and developing new marketing channels to effectively communicate the Township's activities and priorities, coordinating and implementing community engagement processes and special projects as assigned throughout the municipality, applying a variety of marketing strategies for the purpose of fostering and operationalizing two way engagement between the municipality and enacting elements of the economic or corporate strategic plan, as directed.

2. Key Responsibilities

Corporate Marketing:

Oversee and assist with implementation of corporate marketing/standards/branding initiatives that foster and maintain positive community relations and promote public awareness of corporate programs, services, projects, and initiatives, as well as, community led initiatives and special events including, but not limited to, print material, radio announcements, website content, social media posts, public consultations, etc.

Manages and maintains the corporate website and social media account, and provides support to department staff to develop content for website updates and

ensures all communication content complies with North Huron policies and the Accessibility for Ontarians with Disabilities Act (AODA).

Develop policies and train designated department staff to review and use social media and marketing content and policies.

Responsible for monitoring digital content, including managing comments, ensuring appropriate content, conduct, dialogue, and timely response.

Assist other departments and community groups to develop and implement effective strategies and techniques to encourage participation and involvement of various stakeholders in events.

Upholds and makes recommendation to adjust corporate brand standards as required.

Identify and coordinate consolidated marketing buys.

Research new and emerging marketing tools and trends, and reviews analytics and communication programs. Report findings with recommended improvements for future communication to the Manager of Economic Development.

Community Engagement:

Manages and implements the Township's Special Events Policy. Works closely with event organizers to facilitate the development and implementation of new and existing special events. Coordinate staff resources and municipal support for special events.

Assists other departments to develop community engagement plans and assist in the implementation.

Plan, design and assist in delivering public events that encourage public participation and create an informed public, and lead projects and interactions with various demographic groups in the municipality including, but not limited to, youth, seniors and newcomers.

Promote and support youth entrepreneur programs and engage with elementary and secondary schools, service groups, senior groups and newcomers on workforce development programs.

General:

Researches funding programs and prepares grant applications to secure funding for municipal initiatives. Provides advice in the preparation of grant applications for community led initiatives.

Provides input into the annual operating budget for corporate community engagement activities. Monitors and approves expenditures. Operates within budget guidelines, to meet the goals and objectives approved by Council.

Attend corporate and community events as required, including Council and Committee of Council meetings.

Works cooperatively with the Manager of Economic Development, Marketing and Tourism to promote specific marketing initiatives and support tourism initiatives.

Perform other duties as assigned by the Manager of Economic Development, Marketing and Tourism, Council and/or the Chief Administrative Officer.

3. Key Relationships

Internal

Develops and maintains positive working relationships with the Manager of Economic Development, Marketing and Tourism; the CAO, the Senior Management Team, Managers, Supervisors, Operations Staff, Support staff, Council, Committees & Boards, Consultants, and Municipal Volunteers.

External

Maintains effective communication and establishes good working relationships with the community-based service providers, local businesses, Boards of Education, local and provincial associations, volunteer and not for profit organizations, customers/ratepayers, neighbouring municipalities, Huron County, the Township's insurers, contractors, suppliers, local and regional media (newspaper, tv and radio), funding organizations and other professionals.

4. Decision Making Authority

The Community Engagement Coordinator is responsible for community engagement in North Huron. The position is expected to make recommendations to the Manager of Economic Development, Marketing and Tourism to improve the effectiveness of their position.

The Community Engagement Coordinator also assists members of the senior management team, program supervisors, managers, Council and Committees of Council on communication plans, community engagement strategies, level of municipal support for community-led initiatives and special events.

This position assists with the development of policies and procedures related to corporate communications, community development, community engagement, and special events.

Judgement is required to prioritize workload to meet deadlines; provide guidance and advices to support staff, community groups, senior management, etc. to deal with the public

The position makes joint decisions with the Manager of Economic Development, Marketing and Tourism within the framework of the Township's policies and procedures as determined by the by-laws of the Township and Council.

5. Problem Solving Responsibility

The Community Engagement Coordinator is required to solve many varying problems. Often problems must be solved and recommendations made quickly. The Community Engagement Coordinator may turn to the Manager of Economic Development, Marketing and Tourism or CAO for recommendations or advice when problems arise that are beyond the scope of their position.

B – POSITION SPECIFICATIONS

1. Formal Education and Training

Minimum Degree Required:

Post-Secondary Education in relevant area of study such as: Community Development, Marketing & Communications, and/or Volunteer Management.

Trained in the back-end maintenance and operation of the eSolutions website software.

Proficient user in varying social media platforms including but not limited to; Facebook, Instagram, Twitter, LinkedIn, Google Plus+, YouTube, and Snapchat

Experience in email client software like MailChimp, Klayvio, Campaign Monitor, etc.

Experience using various software including, Microsoft Office suite; Fusion; Google Workspace; Adobe; Photoshop

Satisfactory Criminal Records and Vulnerable Sector Check

Working knowledge of the back-end of eSolutions website software

MAP, AMCTO, or other similar designations would be considered an asset.

Valid driver's license.

2. Work Experience

	Years Required
Community development experience	5 years
Planning and coordinating special events	3 years
Volunteer management	3 years
Experience with media relations a familiarity with local media outlets	

Experience working with community leaders, elected officials 3 years

3. Knowledge

Sound knowledge of public service and municipal government issues.

Knowledgeable in the development and implementation of promotional and marketing campaigns.

Knowledgeable of the different community development concepts

Knowledgeable of website and webpage design.

Working knowledge of Microsoft Office Suite, Workspace; Adobe; Photoshop, as well as, media platforms including but not limited to; Facebook, Instagram, Twitter, LinkedIn, Google Plus+, YouTube, and Snapchat

Experience in email client software like Microsoft Outlook, Mail Chimp, Klayvio, Campaign Monitor, etc.

Good understanding of the grant life cycle, including seeking, grant writing and grant management.

Strong understanding of Occupational Health & Safety practices, insurance requirements for special events and liquor liability.

4. Other Key Skills and Competencies

Excellent interpersonal and communication skills (verbal and written)

Experienced at public speaking and facilitating meetings

Strong marketing and public relations skills. Experience working with the media

Exceptional creative writing skills

Strong computer skills in a variety of programs and software

Ability to prioritize workload, identify issues and opportunities to determine which actions are needed in a timely manner.

Strong time management and organizational skills

Ability to work well under pressure, complete multiple assignments and within tight deadlines

Proven ability to exercise discretion, good judgement, diplomacy and confidentiality

Ability to work with minimal supervision

C – POSITION CHARACTERISTICS

1. Impact & Accountabilities

The Community Engagement Coordinator is responsible to the Manager of Economic Development, Marketing and Tourism for the Township of North Huron.

The coordinator will work independently under the supervision from the Manager of Economic Development, Marketing and Tourism.

2. Supervisory Responsibility

- Encourages, supports and provides leadership and training to improve the quality of events and community projects delivered by staff, volunteers and/or community groups.
- Ensures community groups and special event organizers comply with municipal policies and procedures.
- Completes risk and hazard assessments for new community projects and event ideas.
- Ensures staff compliance with regulations and provisions (i.e. Occupational Health and Safety, and municipal policies and procedures).
- Ensures due diligence is carried out in all areas of risk management and safety training in the Township.

D – WORKING CONDITIONS

1. Physical Effort and Environment

The Community Engagement Coordinator may have to work in excess of their normal work week. The normal physical working environment is comfortable, indoors in an office or meeting space. On occasion, the Community Engagement Coordinator may work in varying environments including the outdoors.

2. Mental Effort

The mental strain resulting from the work of the Community Engagement Coordinator ranges from moderate to considerable dependent on the number of projects. Deadlines are set and must be met.