



## NOTTAWASAGA VALLEY CONSERVATION AUTHORITY

### COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR

Permanent Full-time

We are looking for a dynamic individual who will be responsible for coordinating and promoting the Authority's role in the watershed through electronic, print and audio/visual communication. You will also be responsible to back-up the Administrative Associate/Receptionist.

Reporting to the Manager of Administration and Human Resources, you will draft and design clear, compelling communications in the development of press releases, newsletters, Annual Reports and public awareness initiatives. You will be responsible for the management and development of the NVCA's web site and the planning of special events to promote the Authority's objectives and policies. You will also be responsible for follow-up on feedback and/or complaints covering the delivery of public relations and communications by the Authority. Part of your daily routine will be to work at reception in the absence of the Administrative Associate/Receptionist.

Eligible candidates will have a diploma in Communications, Public Relations, Journalism or related field, and 3 years related experience. You are proficient with various multimedia and presentation software, audio visual equipment, and MS Office, and up-to-date with the techniques and practices of media relations and organizing events.

This is a permanent full-time position, 35 hours/weekly, plus a comprehensive benefit and pension plan OMERS (Ontario Municipal Employees Retirement System). The salary is under review.

This is a challenging and rewarding position within an excellent working environment. The Nottawasaga Valley Conservation Authority's watershed is one of the fastest growing in Ontario and we are committed to providing a high quality of service to our clients.

A detailed job description is on our website for review at [www.nvca.on.ca](http://www.nvca.on.ca). Please e-mail your resume to [srichards@nvca.on.ca](mailto:srichards@nvca.on.ca) by noon on September 10, 2010.

*We thank all applicants for their interest, however, only those candidates under consideration will be contacted*

NVCA, John Hix Conservation Administration Centre, Tiffin Conservation Area, 8195 8<sup>th</sup> Line, UTOPIA, Ontario, L0M 1T0, Telephone: 705.424.1479; Fax: 705.424.2115

The Nottawasaga Valley Conservation Authority (NVCA), located near Barrie, Ontario, is a public agency dedicated to the preservation of a healthy environment providing the expertise to help protect our water and land, and spans approximately 3700 sq.km. Our jurisdiction includes 18 municipalities in the County of Simcoe, County of Dufferin, Grey County, and the western part of the City of Barrie. Our watershed includes significant landform features, such as the Minesing Wetlands, the Niagara Escarpment, and the Oak Ridges Moraine.

[www.nvca.on.ca](http://www.nvca.on.ca)

**NOTTAWASAGA VALLEY CONSERVATION AUTHORITY**

**JOB DESCRIPTIONS**

**POSITION: COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR**

**POSITION PURPOSE:**

**Responsible for coordinating the Authority's communications and promoting the Authority's role in the watershed**

**This position is also responsible for day-to-day back-up at Reception.**

**Position Reports To:      Manager Administration & Human Resources**

**Date:                              August 2010**

## **Position Mandate for: Communications & Public Relations Coordinator**

### **Management & Leadership**

- Coordinates the communication and promotion of the Authority's role in the watershed through all methods of medium – including electronic, print, audio and visual communiqués
- Monitors the performance of works being done by self and subordinates to ensure safety and the use of protective devices, in accordance with NVCA policy and the Occupational Health and Safety Act.
- When applicable, day-to-day supervision of subordinates that may be assigned to the position, including contract employees.\*

### **Technical**

- Key position responsible for the development and delivery of press releases including the editing and proofreading of same and the ability to draft and design clear, compelling communications
- Responsible for the collection and compiling of media coverage to measure effectiveness of Authority communications in the media
- Develops and delivers newsletters and Annual Reports
- Responsible for the on-going development and input of the NVCA's web site
- Assists staff with public relations, communications support, special events planning (tours, open houses, press conferences) and public awareness campaigns to promote the Authority's objectives and policies and enhance the Authority's external and internal communications
- Responsible for the Authority's audio-visual equipment and assisting with presentation scheduling and organizing
- Responsible for the ongoing maintenance of the Authority's library
- Provision of creative and strategic input to the Manager of Administration & Human Resources regarding communication initiatives
- Assists with the development and coordination of the Authority's communications strategy, and monitors compliance of same
- Acts as back-up for the Receptionist/Admin Associate, on a daily basis, providing coverage for planned and unplanned leaves
- Assistance to Authority senior staff in clerical and administrative duties as directed by the Manager of Administration & Human Resources
- Responsible for follow-up on feedback and/or complaints covering the delivery of public relations and communications by the Authority.

### **Communications/Representation**

- Provision of input and participation on the Authority's Communications Committee and responsible for recording minutes and follow-up actions
- Participation in Committees/Task Forces as required, and ability to communicate to diverse internal and external audiences
- Development and maintenance of a contact network with professionals in the field and counterparts in other Conservation Authorities
- Recommendations to the Manager of Administration & Human Resources on service improvement in all communication initiatives & equipment
- Representation of the Conservation Authority with member municipalities, community groups/associations, the general public, special interest groups, commercial interests, and the written and electronic media.

\*Day-to-day supervision refers to work planning/scheduling, work distribution/follow-up, training/coaching and monitoring of working conditions; also includes liaison with Human Resources for recruitment, terminating, performance management/review, etc.)

KNOWLEDGE/SKILLS REQUIREMENTS FOR COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR	COMPETENCY REQUIRED		
	Basic	Inter.	Adv.
<b>1.0 PUBLIC AND CUSTOMER CONTACT SKILLS</b>			
1.1 Education: 3-year diploma in Communications, Public Relations, Journalism or related discipline Experience: 3 years			
<b>1.2 TECHNICAL KNOWLEDGE IN SPECIFIC DISCIPLINES/AREAS INCLUDING:</b>			
Content details, and proficiency with various multimedia and presentation software, audio visual equipment, and MS Office.			
Proficient in editing and proofreading with the ability to draft and design clear, compelling communications.			
Content details NVCA Web Site and Communications Strategy			
Up-to-date techniques and practices of media relations and special events			
Up-to-date techniques and practices of various communication tools			
Content details, operating procedures, work methods and standards for own Section including public awareness campaigning			
Content details Conservation Authority Business Plan			
Content details and maintenance of office equipment (e.g. copiers, faxes, stamp machines) and maintenance of telephone systems (e.g. voicemail system, cell phones)			
1.3 Knowledge of sources of information for each of the above disciplines; ability to research information from appropriate sources			
1.4 Ability to develop and maintain technical/professional contacts with counterparts in Conservation Authorities and the municipal field, as well as provincial and federal government representatives, community groups/associations, special interest groups and public/private sector sponsors			
<b>2.0 KNOWLEDGE OF CONSERVATION AUTHORITY OPERATIONS AND ADMINISTRATION</b>			
Familiarization with the general program functions, activities and key contacts for each of the Departments/Functions in the Conservation Authority:			
Office of the CAO/Secretary-Treasurer			
Engineering and Technical Services			
Land Management and Stewardship Services			
Planning			
<b>Corporate Services</b>			
- Communications			
- Administration/Human Resources			
- Finance			
<b>3.0 PUBLIC AND CUSTOMER CONTACT SKILLS</b>			
3.1 General knowledge of the services offered/provided to customers/clients and stakeholders by the various Depts. in the Authority			
3.2 Familiarization, "key players" (e.g., representatives of community associations, special interest groups, etc.)			
3.3 Customer contact skills (e.g., telephone answering, public and private sponsors, "customer-centered" problem-solving, etc.)			
3.4 Full appreciation of "how the Conservation Authority works" (i.e., key functions/sub-functions, work process/flow within and between Depts., Executive Committee/Authority Staff interaction, important players and their roles, financial implications/sensitivities, public education and awareness efforts, etc.)			

Level of competency required

**Incumbent Competency Assessment – refer to position Functional & Core Skills assessment**

KNOWLEDGE/SKILLS REQUIREMENTS FOR COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR	COMPETENCY REQUIRED		
	Basic	Inter.	Adv.
<b>4.0 MANAGEMENT SKILLS</b>			
4.1 Ability to evaluate specific work situations and to decide appropriate action based upon decision-making principles and sound judgment (i.e., distinguishing between facts and perceptions, anticipating consequences, maintaining overall corporate perspective, etc.)			
4.2 People management skills (work direction and follow-up, coaching/ counseling, performance appraisal, etc.)			
4.3 Coordinating skills, i.e., obtaining inputs/participation of other Depts. and counterparts in other municipalities while making effective use of their time and resources			
4.4 Project management capability, including knowledge of relevant techniques (e.g., Project Evaluation & Review Techniques, Critical Path Methodology, etc.)			
4.5 Working knowledge of strategic planning processes and techniques including goal setting, work planning, integrated budgeting, monitoring performance against Strategic Plan, etc.			
4.6 Leadership skills in motivating/directing the work of others (subordinates, co-workers, contractors/suppliers), e.g., leading by example and/or technical competence			
4.7 Working knowledge of effective training techniques and the ability to apply them in training/developing subordinates, co-workers			
4.8 Change mgmt. skills (e.g., understanding of the need for change, consideration of various change strategies/approaches, selection of the optimum change approach, anticipation of changes, effective response to changes, etc.)			
4.9 Motivated to learn or advance own expertise, demonstrating flexibility in continuous learning and identifying and acting on opportunities to increase the value of own role			
<b>5.0 SUPPORT SKILLS</b>			
<b>5.1 Effective in written communications (concise, to the point, well-organized, etc.):</b>			
- correspondence, letters, memos, short reports			
- medium-size to major reports, based on thorough staff work			
<b>5.2 Effective in oral communications (concise, articulate, persuasive, etc.):</b>			
- one-on-one, small group settings			
- large group presentation settings			
5.3 Ability to grasp problem essentials quickly and to identify cause-effect relationships; ability to anticipate/identify problems and propose solution alternatives			
<b>5.4 Interpersonal skills and the ability to apply them in contacts with subordinates, co-workers, suppliers/contractors, the Executive Committee and Full Authority:</b>			
- Empathetic listening			
- Realization of impact of own behaviors or others			
- Objective rather than judgmental feedback			

Level of competency required

**Incumbent Competency Assessment – refer to position Functional & Core Skills assessment**

KNOWLEDGE/SKILLS REQUIREMENTS FOR COMMUNICATIONS/PUBLIC RELATIONS COORDINATOR	COMPETENCY REQUIRED		
	Basic	Inter.	Adv.
5.5 Ability to represent the Authority effectively in contacts with government officials, community associations, special interest groups, developers, suppliers, contractors, general public, the media, etc.			
5.6 Negotiating skills (i.e., ability to evaluate trade-offs and reach agreements reflecting a win-win situation for the Authority and the parties concerned; and, if applicable, ability to clearly identify pertinent contract terms and conditions)			
5.7 Conflict management/resolution skills (i.e., ability to arbitrate/mediate differences of opinion among senior managers, staff, various stakeholders. etc)			
5.8 Ability to handle/cope with on-the-job stress (i.e., simultaneous handling of “hot files”, ambiguities/“grey” areas, conflicting views among senior Authority Staff and/or Board Members, changing priorities, after-hours work, etc.)			
5.9 Ability to handle confidential information; familiarity with procedures to secure such information in the file/data system of the Conservation Authority			
5.10 Computer literacy (i.e., working knowledge of PCs, internet, other office automation including hardware, software and networking)			

Level of competency required

**Incumbent Competency Assessment – refer to position Functional & Core Skills assessment**