



NOTTAWASAGA VALLEY CONSERVATION AUTHORITY

JOB DESCRIPTION

Position: Communications Coordinator

Position Purpose:

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

Date of Last Revision: June 2019

Position Reports To: Director, Corporate Services

Position Mandate for: Communications Coordinator

Management/Leadership

- Coordinates the communication and promotion of the Authority's role in the watershed through all methods of medium.
- 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 contract employees that may be assigned to the position.

Technical

- Assist with the development and implementation of communications and marketing to support the Authority's strategic goals and annual work plans.
- Develops and coordinates the Authority's communications, social media and branding strategies and monitors compliance of same.
- Preparation of engaging written and graphic material/content including news releases, annual reports, newsletters, fact sheets, brochures, posters, signage, presentations, social media content, public events and other materials.
- Responsible for the collection and compiling of media coverage to measure effectiveness of Authority communications in the media.
- Responsible for the on-going development and input of the NVCA's website and social media.
- Support the coordination of a variety of Authority public events, media inquiries, etc.
- Lead staff with public relations and communications support and public awareness campaigns to promote the Authority's objectives and policies and enhance the Authority's external and internal communications.
- Responsible for follow-up on feedback and/or complaints covering the delivery of public relations and communications by the Authority.
- Provides creative and strategic input to the Director regarding communication initiatives.
- Acts as an alternate back-up for reception as necessary.

Communications/Representation

- Chair 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 Director 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

<i>Knowledge and Skills</i>	<i>Basic Competency</i>	<i>Int. Competency</i>	<i>Adv. Competency</i>
1.0 Technical Knowledge and Skills			
1.1 Education: 3-year diploma in Communications, Public Relation, Journalism or related discipline	✓		
1.2 Experience: 3 years	✓		
1.3 TECHNICAL KNOWLEDGE IN SPECIFIC DISCIPLINES/AREAS INCLUDING:			
- 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 NVCA social media accounts			✓
1.4 Knowledge of sources of information for each of the above disciplines; ability to research information from appropriate sources			✓
1.5 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		✓	
2.0 Knowledge of Conservation Authority Operations and Administration			
2.1 Familiarization with the technical terms, functions, activities and key contacts for each of the Departments/Functions in the Conservation Authority:			
- Office of the CAO (Communications)		✓	
- Land, Education & Stewardship Services		✓	
- Watershed Management (Planning, Monitoring and Engineering)		✓	
- Corporate Services (Finance, Administration, Human Resources)		✓	
- Corporate Services (GIS/IT)		✓	

Knowledge and Skills	Basic Competency	Int. Competency	Adv. Competency
3.0 Public and Customer Contact Skills			
3.1 General knowledge of the services offered/provided to customers/clients and stakeholders by the various departments 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., Board/Authority Staff interaction, important players and their roles, financial implications/sensitivities, public education and awareness efforts, etc.)		✓	
4.0 Management Skills			
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 Task management skills (planning, organizing, controlling) as applied to own work, the work of subordinates and outsourced professionals/technicians			✓
4.3 People management skills (work direction and follow-up, coaching/counseling, performance appraisal, etc.)		✓	
4.4 Coordinating skills, i.e., obtaining inputs/participation of other Depts. and counterparts in other municipalities while making effective use of their time and resources			✓
4.5 Project management capability, including knowledge of relevant techniques (e.g., Project Evaluation & Review Techniques, Critical Path Methodology, etc.)		✓	
4.6 Working knowledge of strategic planning processes and techniques including goal setting, work planning, integrated budgeting, monitoring performance against Strategic Plan, etc.	✓		
4.7 Leadership skills in motivating/directing the work of others (subordinates, co-workers, contractors/suppliers), e.g., leading by example and/or technical competence	✓		
4.8 Working knowledge of effective training techniques and the ability to apply them in training/developing subordinates, co-workers	✓		

Knowledge and Skills	Basic Competency	Int. Competency	Adv. Competency
4.9 Change management 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.)			✓
4.10 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			✓
5.0 Support Skills			
5.1 Effective in written communications (concise, to the point, well organized, etc.):			
- correspondence, letters, memo, short reports			✓
- medium-size to major reports, based on thorough staff work			✓
5.2 Effective in oral communications (concise, articulate, persuasive, etc.):			
- 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			✓
5.4 Interpersonal skills and the ability to apply them in contacts with subordinates, co-workers, suppliers/contractors, and Full Authority:			
- Empathetic listening			✓
- Realization of impact of own behaviours or others			✓
- Objective rather than judgmental feedback		✓	
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.)			✓

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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)			✓

Factors in the Work Environment

Degree of interaction definitions: High = >70% of the time; Medium = >50% of the time; Fair = <50% of the time

- A MEDIUM degree of confidentiality and discretion is required.
- The position has a HIGH degree of impact of errors.
- The position reports to the Director, Corporate Services.
- The position has a HIGH amount of interaction with staff and the public.
- Regular hours of employment are 8:30 a.m. to 4:30 p.m. Monday to Friday; however, work outside of these hours may be required from time to time.
- Position is based in the John Hix Administration Building.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to sit, talk and hear, and stand, walk and reach with hands and arms.
- The employee occasionally is required to use hands for manual dexterity.
- The employee is occasionally required to climb or balance and stoop, kneel and crouch.
- The employee must be able to occasionally lift and/or move up to 10 to 50 pounds.
- A High level of concentration is required for the major portion of the day.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually light.
- Travel is normally not required.
- While performing duties of the job the employee may encounter disgruntled public behaviour.