

Employment Opportunity

Supervisor, Corporate Communications Permanent Full-Time

Are you a dynamic communicator with a passion for public engagement and media relations? The Town of Morinville is seeking a Communications Supervisor to join our Communications & Legislative Services team. This exciting role will give you the opportunity to lead the development and execution of strategic communication initiatives, delivering timely, accurate, and engaging content to residents, businesses, and engaged audiences.

Reporting to the Manager of Communications & Legislative Services, the Communications Supervisor will oversee corporate communications, marketing, and digital content management. You will be responsible for managing the Town's website, social media platforms, and public engagement initiatives, ensuring they align with the Town's strategic priorities. In this key role, you will collaborate with all municipal departments, ensuring clear, consistent messaging across the organization. The position also includes direct supervision of one team member.

Key Responsibilities:

- **Develop and implement a strategic corporate communications plan** that aligns with departmental objectives and fosters cross-functional collaboration.
- **Lead and oversee the Town's corporate advertising, marketing, and promotional campaigns**, ensuring they support the Town's communications plan and strategic priorities.
- **Identify and address communication policy and practice gaps**, conducting research and collaborating across departments to create effective and practical solutions.
- **Manage relationships with external contractors** for communication services, including graphic design, video production and signage, ensuring quality and consistency.
- **Lead and support public engagement initiatives**, developing comprehensive communication plans to enhance stakeholder and community engagement.
- **Oversee the production of key publications**, including the tri annual report, annual highlights, operating budget, capital plan, program guide, and other essential corporate materials.
- **Ensure effective management of the Town's website and social media platforms**, in accordance with strategic policies and the Town's Social Media Policy, promoting a consistent and engaging digital presence.
- **Develop and deliver impactful media releases and key messaging** for Town events, programs, and initiatives, ensuring clear and effective communication with the media.
- **Collaborate with teams across the organization** to create and implement communication strategies that enhance the success of Town projects and events.
- **Serve as the Information Officer in emergencies**, ensuring accurate and timely communication during critical events.

Requirements:

- Bachelor's degree in Communications, Public Relations, or related field.
- Minimum 5 years of progressive experience in corporate communications and marketing (combinations of education and experience considered).
- Minimum 2 years of leadership experience with the ability to inspire and guide a team.
- Canadian Public Relations Society (CPRS) and/or International Association of Business Communicators) membership is an asset.
- Strong writing and editing skills across various formats (e.g., copywriting, speech writing, web).
- Excellent interpersonal and communication skills, with experience positively influencing others.
- Ability to prioritize competing tasks and optimize resources for maximum impact.
- Strong analytical skills for understanding complex issues and developing communication strategies.
- Political acumen and ability to manage sensitive issues with discretion and professionalism.
- Knowledge of graphic design principles and tools; proficiency with MS Office 365.
- Satisfactory Criminal Record Check required prior to commencement of employment.

Compensation/Hours of Work: Annual salary range of \$78,631 to \$93,889 (7 Step Grid), based on a 35-hour work week. We offer a comprehensive benefits package including Pension, professional development opportunities, and a supportive work environment.

Application Deadline: Friday, October 4, 2024, at 12:00 pm (noon).

Submit resume and cover letter quoting "Comp # 202437-SCC" to:

Human Resources, Town of Morinville
10125 100 Avenue, Morinville, AB T8R 1L6
Email: hr@morinville.ca | Fax: 780-939-5633 | Web:
www.morinville.ca

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

The Town of Morinville values and supports diversity and inclusion in the workplace and encourages all qualified individuals to apply. Accessibility accommodations are available on request for candidates taking part in all aspects of the selection process.