



# Communications Coordinator

## Tay Township - Employment Opportunity

### Full-Time, Contract Position

Tay Township, located on the sunset shores of Georgian Bay, is seeking an individual who thrives in a culture of progression to join #TeamTay as a Communications Coordinator for a one-year contract term. We are looking for adaptability and creativity to our growing and evolving Municipality and demonstrated enthusiasm for positively impacting the Corporation and our Community as one.

Reporting to the Manager of Communications and Technology Services, or their designate, coordinates the creation, design, and distribution of comprehensive Communications services for the Township, with a focus on strategic community engagement, under the creative direction of and in coordination with the Manager.

### Key Qualifications

- Completion of post-secondary education in Communications, Digital Marketing, Public Relations, Journalism, Graphic Design, or another relevant discipline, from an accredited educational institution.
- Three (3) years of related, progressive work experience with an emphasis on creating content, writing, and editing, preferably in a municipal or public sector environment.
- Experience with web writing and content management as well as developing and implementing effective social media strategies.
- Proficient and skilled in copywriting, graphic design, social media content management, video editing applications, and website design and maintenance.
- Excellent and concise writing skills with a prominent level of accuracy; exemplary proofreading skills and careful attention to detail.
- Class 'G' driver's license in good standing.

This position is subject to variable days and hours of work and requires the incumbent to attend select community events on evenings and weekends. The

compensation range for this Full-Time, Contract position is \$36.23 to \$42.38 per hour with a 35-hour regular work week.

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**Join #TeamTay today and help transform the way local government connects with the community it serves.**

Interested applicants are encouraged to do the following:

1. Reference the complete position description including comprehensive qualifications available on the Tay Township website – [www.tay.ca/jobs](http://www.tay.ca/jobs)
2. Please submit a **(1) cover letter** and **(2) resume** via email by **4:00 p.m., Monday, February 24, 2025**, to the attention of Human Resources (HR@Tay.ca).

Application Notes:

- Please reference **'2025-009'** within the email subject line.
- Please indicate how you heard about this opportunity within your application.

We appreciate the interest of all applicants, however, only those candidates selected for consideration will be contacted. Only applications submitted through email communication will be accepted. All applicants must provide a valid email address for communication purposes. Written correspondence pertaining to this recruitment may be sent to the email address provided.

Personal information collected under the authority of the Municipal Act and in accordance with the Municipal Freedom of Information and Protection of Privacy Act will only be used to determine eligibility for potential employment. Tay Township is an inclusive employer committed to providing a fully accessible recruitment process. Please contact us during the recruitment process and let us know what accessible support you may need.

Posted: 2025-02-03



**POSITION DESCRIPTION  
TAY TOWNSHIP**

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| <b>Position Title:</b><br>Communications Coordinator                                     |  |
| <b>Position Classification:</b><br>Administration Staff                                  | <b>Pay Band:</b><br>5  |
| <b>Department/Division:</b><br>Corporate Services/Communications and Technology Services | <b>Reports to (Directly):</b><br>Manager of Communications and Technology Services |
| <b>Direct Reports:</b><br>None   | <b>Indirect Reports:</b><br>None   |
| <b>Revision Date (s):</b><br>February 2025   | <b>Hours Per Week:</b><br>35   |

**Position Summary:**

Reporting to the Manager of Communications and Technology Services, or their designate, coordinates the creation, design, and distribution of comprehensive Communications services for the Township, with a focus on strategic community engagement, under the creative direction of and in coordination with the Manager.

**Responsibilities:**

1. Develops and maintains the Township’s social media presence across various platforms, including creating and scheduling content, monitoring engagement, and responding to inquiries.
2. Creates, designs, and distributes/posts compelling content and materials for various communications channels including, but not limited to, social media, website content, newsletters, and special projects; ensures content/information is consistent, timely, accurate, clear, objective, and complete.
3. Researches and gathers information, prepares fact sheets, key messages, and backgrounders for media releases, website content and other corporate materials for Manager approval; proofreads and copy-edits material for publication from other departments/divisions.
4. In collaboration with the Manager, Staff, and Committee Members, coordinates the planning, promotion, and execution of Township

- fundraising events (i.e., Charity Golf Tournament), including liaising with community partners, soliciting corporate sponsorships/donations, managing event logistics, and ensuring effective communication efforts are made to foster community engagement and participation.
5. Attends Township community events (i.e., Santa Claus Parade) as Township Communications representative, as assigned by the Manager.
  6. Completes divisional administrative tasks, as assigned; responds to, or re-routes where appropriate, public inquiries via the Township website, social media, telephone, correspondence, and in-person.
  7. Provides input and support to internal stakeholders on communications strategies and tactics for significant projects, initiatives, programs, events and/or issues; collaborates with departments/divisions to ensure communications about corporate activities are conveyed to the public including the preparation and distribution of public notices for meetings and other events.
  8. Remains well-informed of emerging technologies, communication techniques and practices that assist in proactive communications; keeps informed on physical, social, and economic conditions, developments, and trends and pertinent legislation, by-laws, regulations, and literature, through ongoing environmental scanning.
  9. Leverages the use of technology to optimize efficiency and effectiveness of the Township operations and associated management controls for performance measurement/management; supports the complex and challenging change efforts necessitated by the evolution of technology, customer service models, privacy requirements and legislative requirements.
  10. Demonstrates commitment to personal and professional development by remaining current with new legislation, regulations and technology, organizational theory and practices relating to the functions of the Township in order that professional competency is maintained.
  11. Develops and maintains a contact network with professionals in the field and counterparts in other municipalities and public sector organizations to remain current and invested in shared services and programs.
  12. Maintains a high degree of confidentiality and security of information; where information is developed before Staff/Public release, ensures the confidentiality of information produced.
  13. Ensures compliance with the Occupational Health and Safety Act and other applicable legislation by following the Township's Health and Safety program, procedures, and best practices.
  14. Performs other related tasks and functions as assigned that are required or determined by the Township's requirements relative to the nature of the position. The responsibilities listed above are not intended to be an

inclusive list. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

## **Qualifications:**

### **Education, Certifications, and Training**

- ❑ Completion of post-secondary education in Communications, Digital Marketing, Public Relations, Journalism, Graphic Design, or another relevant discipline, from an accredited educational institution.
- ❑ Class 'G' driver's license in good standing.
- ❑ Formal training relevant to modern and effective corporate communications methods is considered an asset.

### **Experience**

- ❑ Three (3) years of related, progressive work experience with an emphasis on creating content, writing, and editing, preferably in a municipal or public sector environment.
- ❑ Experience with web writing and content management as well as developing and implementing effective social media strategies.
- ❑ Experience in the use of the following programs/software or similar is considered an asset:
  - Microsoft 365 Applications
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
  - Canva
  - Hootsuite
  - GHD Umbraco website platform
  - YouTube
  - Zoom

### **Knowledge**

- ❑ Demonstrated knowledge and understanding of current and emerging customer service trends, practices, and performance principles.
- ❑ Knowledge of applicable federal, provincial, and municipal legislation, as well as related principles and practices, local government functions and responsibilities, is considered an asset.

### **Skills and Competencies**

- ❑ Proficient and skilled in copywriting, graphic design, social media content management, video editing applications, and website design and maintenance.

- ❑ Advanced computer skills including document management, word processing, spreadsheet, and presentation software, internet and e-mail programs and related office equipment; ability to manage technological change and support others in this transition; internet-based research proficiency is essential.
- ❑ Must be able to work under pressure, multi-tasking on numerous high-priority projects simultaneously and produce quality work under short deadlines.
- ❑ Excellent and concise writing skills with a prominent level of accuracy; exemplary proofreading skills and careful attention to detail.
- ❑ Must possess and exercise exemplary oral communication skills; advanced analytical, organizational, and research skills, with the ability to problem solve.
- ❑ Developed acumen, emotional intelligence, and interpersonal and public relations skills to deal courteously and effectively with all levels of staff and government, elected officials, committees, community groups and organizations, and the public with the ability to always exercise integrity, tact, and good judgement.
- ❑ Well organized, flexible, and able to deal with multiple priorities; organizes own time effectively, prioritizes appropriately, prepares in advance, and sets realistic timeframes; ensures all activities and resources are utilized efficiently and effectively, and monitors progress toward operational or strategic objectives; ability to prioritize workload considering competing interests, and adapts readily to rapidly changing demands, circumstances, and deadlines; ability to work independently with minimal supervision.
- ❑ Comfortable with innovative ideas and has the curiosity to seek new opportunities and implement change; self-assured and confident; driven towards results while constantly problem-solving and learning; recognizes and adapts to evolving conditions; translates knowledge and ideas into action and tangible and measurable outcomes.
- ❑ Demonstrated ability to relate to and/or appreciate all levels of stakeholders with multiple and sometimes competing priorities.
- ❑ Collaborative team player focused on practical, timely solutions; demonstrated team building and relationship management skills and a proven ability to work across departments and with stakeholders; establishes and maintains effective working relationships with Staff and the Leadership Team.
- ❑ Resolves conflicts without major disruption to workflows or interpersonal relationships.

### **Effort, Physical Demands and Working Conditions:**

- ❑ Regular workweek – 35 hours; occasional requirement to attend events/meetings outside of the regular workweek; attendance/response may be required in the event of emergencies or critical situations requiring an immediate response in accordance with Township policy.
- ❑ Performance of duties normally takes place in an indoor, office environment; environments also include outdoor events, with possibly inclement weather, and out-of-office events/meetings; may be required to occasionally attend conferences, events, meetings, and/or training, at locations outside of Tay Township, that may require overnight accommodation.
- ❑ Position involves physical efforts of sitting, standing, walking, and prolonged computer/office equipment use.
- ❑ Position involves mental and visual concentration with close attention to detail, including reading, analyzing, writing, providing, and presenting information, balancing multiple demands, dealing with interruptions/distractions, and addressing evolving and tight deadlines.
- ❑ Position requires the strategic analysis of information to interpret trends of results and accountability for quality and timeliness of work and reliability in achieving excellent results; a highly developed degree of accuracy and autonomy required. There is a requirement for strategic thinking, independent judgement, initiative and creativity, and original research; a high level of accountability for quality and timeliness of work and reliability in achieving excellent results.
- ❑ Decision-making, problem-solving, and conflict resolution efforts and responsibilities include an advanced, and multi-faceted degree of analysis; decisions are to be with a strategic approach and within the corporate mandate by adapting, preparing, and coordinating methods, guidelines, policies, or procedures; position requires confidentiality and discretion in many aspects of the work.

### **Outcome of Error:**

- ❑ Strategic errors made by this position can result in the increased risk of municipal litigation or liability (legal and financial), the loss of Council's and public confidence, the loss of trust in management, poor employee morale, reduced public safety, and increased health and safety risks.

### **Employment Conditions:**

- ❑ Satisfactory Criminal Record and Judicial Matters Check (CRJMC) provided via the Ontario Provincial Police.