



CAPE BRETON REGIONAL MUNICIPALITY

Communications/Information Officer

Confidential

Regular Full Time

JOB SCOPE: Under the supervision of the Director of Technology, the Communications/Information Officer is responsible for the coordination of communication via the various media channels including web, Social Media, and traditional media. Additional responsibilities will include support for FOIPOP, EMO Communication, CBRM Open Data, and training.

QUALIFICATIONS:

Education and Experience: (Copies of degrees/certificates and driver's license must be attached to resume or application to be considered)

- University degree(s) in communications/public relations or journalism or equivalent combination of education and experience **(Must include copy)**.
- Three to five years' experience in communications setting preferably in a municipal or other government communications setting
- Training and presentation experience preferred.
- Preferred experience in media relations and public relations with sound knowledge of public relations, issues management, strategic and crisis communication planning and special event coordination.
- Experience in Social Media communication, including Website management
- Strong oral, written and communication skills.
- Experience with computer software applications - desktop publishing; Microsoft Word, PowerPoint; website editors and social media channels; photoshop and adobe suite.
- Must possess and maintain a valid Nova Scotia Driver's License **(Must include copy)**.
- A medical assessment including vision and hearing tests. Medical assessment must show the capacity of performing tasks of the classification **(This is not required at time of application but will be required prior to hiring)**.

Please note: Criminal Records Check verification is required as a condition of employment.

CLOSING DATE FOR APPLICATIONS: Friday, February 14th, 2020

Applications quoting **Reference No. 20.04-E** should be directed to:

Human Resources Department, Cape Breton Regional Municipality, 320 Esplanade, Suite 303
Sydney, Nova Scotia B1P 7B9 Fax: 902-563-5582 or E-mail: jobapplications@cbrm.ns.ca

Applications, including a detailed personal resume and copies of certifications/diplomas may also be submitted in the drop-off box: Main Floor, City Hall during regular working hours (8:30 a.m. – 4:30 p.m.)

Although we thank all applicants for their submissions, we will respond only to those we wish to interview.

Position Description : *Communications/Information Officer*

Department: **Technology**

Job Scope: Under the supervision of the Director of Technology, the Communications / Information Officer is responsible for the coordination of communication via the various media channels including web, Social Media, and traditional media. Additional responsibilities will include support for FOIPOP, EMO Communication, CBRM Open Data, and training.

MAIN FUNCTIONS:

- Coordination of communications via the various channels including web, Social Media, and traditional media including coordination with external partners.
- Ensure CBRM's website (CBRM, Police, and Centre 200) and social media channels have regular, quality content posted featuring our diverse programs, services and accomplishments
- Development of Corporate Communications Plan
- Media monitoring and social media analytics.
- Writing and Editing for web, social media, and traditional media to get relevant CBRM information out to the public in the various forms
- Create original content for newsletter articles and other written communications.
- Proof advertising and other promotional / marketing materials for grammar, readability, and adherence to corporate communications requirements including branding and visual standards.
- Provide advice to staff regarding consistent branding. Maintain templates and update style guide to enhance our brand.
- Ensure all public facing communications products are readily accessible to our residents and stakeholders.
- Liaise with the CBRM FOIPOP Officer in the processing of FOIPOP requests
- Providing advice and guidance to CBRM employees on the collection, use, disclosure and protection of personal information pursuant to FOIPOP privacy provisions
- Researching and analyzing legislation, OIPC and court decisions, policies and procedures to provide interpretation, advice and recommendations on privacy and security matters in relation to FOIPOP
- Developing orientation and training material and deliver sessions on FOIPOP to staff
- Work with EMO Coordinator in development of Plans including necessary ongoing communications for EMO
- Act as an Emergency Information Officer in event local state of emergency activated
- Work with senior CBRM staff in identifying and developing dataset for submission to CBRM's Open Data Portal
- Liaise with external stakeholders in quantifying datasets and presentation of data
- Devising technical training programs according to organizational requirements
- Prepare training material (presentations, worksheets etc.)
- Execute training sessions, webinars, workshops etc. in groups or individually
- Other duties as assigned by the Director of Technology or designate.

KNOWLEDGE, SKILLS AND ABILITIES:

- Diplomacy when dealing with staff, Council and members of the public.
- Must be able to work in a high stress environment including quickly evolving issues.
- Excellent writing, editing and verbal communication skills.
- Balancing multiple projects and meeting deadlines without sacrificing an eye for detail.
- Works well with external personnel such as graphic designers, advertisers, copywriters and website contractors.
- Must know photography and video recording and editing techniques.
- Proficiency with Microsoft Word, Excel, Outlook and presentation software.
- Proficiency in using Joomla
- Understanding digital and social media tools to share the municipality's work while engaging stakeholders and audiences.
- Adaptability to new technology and changing priorities.
- Strong team player able to work collaboratively, take responsibility, and understand his/her role in building positive public perception of the organization.
- Comfort interacting with the public and media including being interviewed by the media and conducting interviews for municipal communications channels.
- Must maintain confidentiality and be respectful of sensitive situations.
- Knowledge of privacy legislation and other legislative requirements.
- Ability to interpret, implement and adhere to organizational policies and procedures.
- Sound knowledge of public relations, special event coordination, and strategic and crisis communication planning.
- Understands the media in this region.
- Acts in a professional manner.
- Able to work effectively under high levels of stress.
- Pays close attention to detail; possesses the characteristics of a highly motivated self starter.
- Excellent interpersonal skills.
- Has the flexibility to work overtime when workload demands are high.
- Excellent time management skills required; Ability to multi-task.
- Above average oral and written communication skills.
- Must pass a security clearance.
- **The incumbent will at times be required to work beyond the normal business hours (i.e. emergency situations)**

QUALIFICATIONS:

Education and Experience:

- University degree(s) in communications/public relations or journalism or equivalent combination of education and experience.
- Three to five years' experience in communications setting preferably in a municipal or other government communications setting
- Training and presentation experience preferred.
- Preferred experience in media relations and public relations with sound knowledge of public relations, issues management, strategic and crisis communication planning and special event coordination.
- Experience in Social Media communication, including Website management
- Strong oral, written and communication skills.
- Experience with computer software applications - desktop publishing; Microsoft Word, PowerPoint; website editors and social media channels; photoshop and adobe suite.
- Must possess and maintain a valid Nova Scotia Driver's License.
- A medical assessment including vision and hearing tests. Medical assessment must show the capacity of performing tasks of the classification **(This is not required at time of application but will be required prior to hiring)**.

Please note: Criminal Records Check verification is required as a condition of employment.