

Employment Opportunity

Position:	Marketing and Communications Officer
Department:	Community Development – Marketing, Communications, and Events
Reports to:	Director of Community Development
Status:	Full-Time; Permanent
Location:	Town Hall (274 Main Street, Antigonish)
Salary Range:	\$55,900 - \$64,800

General Accountability

Under the Direction of the Director of Community Development, the Marketing and Communications Officer is responsible for coordinating communications activities, facilitating community engagement, and marketing and promoting the Town of Antigonish for tourism and economic development purposes.

Responsibilities

General

General Management of the Marketing, Communications, and Events division of Community Development

- Responsible for long-range planning for the Marketing, Communications, and Events division, as directed by the Director.
- Prepares monthly reports for the Marketing, Communications, and Events division and submits to the Director for review.
- Responsible for supervisory, mentoring and evaluation duties for the Community Development co-op student as per co-op education agreement;
- Prepares comprehensive grant applications to support budgeting efforts of the Marketing, Communications, and Events division;
- Prepares the monitors the Marketing, Communications, and Events division budget for all programs, projects, and staff resources, and submit to the Director for review and approval.

Communications

- In coordination with all departments, continues to develop and implement a communications strategy that projects a cohesive image of the Town to the public.
- Drafts and disseminates media releases for the Town, decisions of Council, and other newsworthy items that impact the Town and its residents.
- Manages the Town of Antigonish social media presence (Twitter, Facebook, etc.) and website, and ensures all content generated is accurate, relevant, creative and engaging.
- Coordinates key public messaging with Town staff to ensure that alerts, public notices and other important public information is drafted and distributed in a timely fashion.
- Serves a lead role in the emergency management structure, with responsibility for public information management.

- Serves as a point of contact for media relations and general media inquiries.
- Updates internal communications spaces (e.g., bulletin boards, front counter information, etc.)
- Generates reports on communications, engagement, and marketing activities for senior management, as requested by the Director.
- Advises Town staff on matters related to communications, as requested or required.
- Supports Mayor and Council with communications and media relations support as required.

Community Engagement

- Ensures public kiosks are updated with relevant and timely information.
- Provides support and direction to community groups looking to host events within the Town.
- Organizes and facilitates opportunities for inclusive community engagement on key municipal issues, as required.
- Plan and coordinate Town-hosted Events (e.g., Canada Day, Christmas Festivities).

Marketing and Promotions

- Identifies and maximizes opportunities for the Town to be featured in various tourism or economic development media, promoting Antigonish as a place to live, invest, work, and visit.
- Liaises with business, tourism, and economic development organizations and stakeholders to prepare marketing and promotions materials for the purposes of tourism attraction and economic development. From time to time, these groups may include:
 - Local community organizations;
 - St. Francis Xavier University;
 - Antigonish Chamber of Commerce;
 - Antigonish Visitor Information Center;
 - Destination Eastern and Northern Shores (DEANS); and,
 - Municipality of the County of Antigonish
- Attends tourism related conferences and events as a representative of the Town, as required, promoting Antigonish as a place to live, invest, work, and visit.
- Assists the business community in enhancing the visibility of local campaigns, promotions or events;
- Represents the Town of Antigonish when bid opportunities arise for events, etc.
- Manages the way-finding portfolio for the Town.
- Oversees place-making initiatives.

Qualifications

- Post-secondary education in the field of business, marketing, communications, or public relations, or related discipline(s).
- Two (2) to five (5) years of related experience.
- Graphic design capabilities would be considered an asset.
- Budget and project management experience would be an asset.
- Supervisory experience would be an asset.

Additional Skills and Abilities

- Possesses professional level communications skills (written and verbal).
- Possesses effective public speaking, interpersonal and networking skills.
- Possesses excellent organizational, time management, and planning skills.
- Energetic and results oriented;
- Demonstrates initiative;
- Demonstrates a high degree of tact, sound judgement, and ethical conduct; and,
- Able to work independently and as part of a team.

How to Apply

To apply for this position, please submit your cover letter and resume to Dianne Wilson, Deputy Clerk at dwilson@townofantigonish.ca.

Closing date is Wednesday, June 29th, 2022, at 1:00 pm.

Applications submitted beyond this date and time, or incomplete applications, will not be accepted.