



## **JOB DESCRIPTION**

### **Communications Officer**

**CLOSING DATE: Wednesday, May 29, 2024**

#### **1. IDENTIFICATION**

1.1	Organization:	Town of Shediac
1.2	Department:	Administration
1.3	Duration:	Permanent / full time
1.4	Position Title:	Communications Officer
1.5	Indebted to:	Clerk/Director of Communications

#### **2. POSITION OBJECTIVES**

The Communications Officer provides support to the Communications Department to prepare and implement strategic communications that promote the Town of Shediac as a great place to live, work, do business and play.

#### **3. TASKS AND RESPONSIBILITIES**

##### **3.1 Summary of Responsibilities**

The Communication Officer is responsible for planning, organizing, executing, monitoring, and controlling internal and external communications activities. This position also includes responsibilities for promoting programs, measures, activities, and essential services to residents. In addition, the Communication Officer is responsible for coordinating electronic, media and public communications related to municipal activities and events.

##### **3.2 Tasks**

- Support the Communications Department in implementing its communications and visibility activities.
- Participate in the organization and development of communications strategies.
- Research, prepare, produce, design, write, revise and edit documents and various publications related to the municipality's communications and visibility (public service announcements, emergency procedures, speeches, press releases, brochures, pamphlets, guides, visual documents, etc.).
- Fluently perform short translations to meet urgent needs.

- Quickly analyze information, produce key messages and participate in the development of communications in emergency and crisis management.
- Participate in the production of various communications tools and articles for community events and activities.
- Assist with the logistics and execution of protocol and public relations events.
- Prepare information kits for the public and community groups.
- Respond to requests for information and complaints from residents and others.
- Suggest new tools, procedures or methods to ensure effective exchanges with various publics.
- Remain abreast of new trends in communications and keep abreast of all municipal activities and issues related to the files under his/her responsibility.
- Perform other tasks, without limitation, to help carry out projects and ensure smooth operations.
- Manage mass mailings, good weather guides, promotional flyers, etc.
- Take charge of the Town of Shediac's media watch to ensure the monitoring and analysis of mentions of the municipality on all communication channels.

#### **4. AUTHORITY LEVEL**

Reports to the Clerk/Director of Communications.

#### **5. POSITION REQUIREMENTS**

##### 5.1 Education

Bachelor's degree in communications, journalism, marketing, public relations or a related field, or any other combination of education and experience deemed equivalent.

##### 5.2 Experience

- Must have three (3) to five (5) years of experience in communications.
- Knowledge of the municipal environment would be an asset.

##### 5.4 Expertise

- Must be fluent in spoken and written French and English.
- Excellent knowledge of communications and public relations.
- Very good knowledge of the Microsoft Office suite (Word, PowerPoint, Excel, Outlook).
- Knowledge of Web platform management.
- Very good knowledge of computer and multimedia communications, as well as social media.
- Must be able to establish and maintain a network of contacts.

##### 5.5 Skills

- Excellent writing skills, perfect command of French and English grammar, ability to translate from French to English and vice-versa.
- Must be reliable and discreet regarding confidential matters related to the position.

- Able to work independently and as part of a team without constant supervision.
- Ability to plan, prioritize, analyze logically, solve problems, and make critical decisions.
- Demonstrate rigor, initiative, creativity, discretion, and diplomacy.
- Able to work with a variety of internal and external stakeholders.
- Ability to manage multiple files and projects simultaneously and meet tight deadlines.
- Able to adapt quickly to change and work under pressure.
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- Demonstrate attention to detail and precision.
- An innate sense of customer satisfaction and a tolerance for customer criticism.
- Ability to take complex and technical ideas and explanations and clarify and summarize the essence of messages.
- Ability to anticipate how an issue will be perceived in the public domain and prepare accordingly.
- Strong ability to capture, understand and disseminate large amounts of information to the right people.
- Able to deal very effectively with highly sensitive and confidential issues.
- Able to keep abreast of public service announcements and community and municipal media activities.
- Must be able to maintain good relations with the existing team.
- Demonstrate leadership, action, and results orientation.

## 6. WORKING HOURS

Regular working hours are from 8 a.m. to 4 p.m., Monday to Thursday, and from 8 am to noon on Fridays.

### HOW TO APPLY FOR THIS JOB

Candidates can send their resume and letter of intent by email or bring it in person to the Town Hall.

**Closing date: Wednesday, May 29, 2014**

Town of Shediac  
Mireille LeBlanc  
290 Main Street, Unit 300  
Shediac NB E4P 2E3  
Email: [mireille.leblanc@shediac.ca](mailto:mireille.leblanc@shediac.ca)

*The Town of Shediac reserves the right to require a criminal background check for all hires.*