Communications Specialist
Job Description
Permanent, Full-time Position

GENERAL DESCRIPTION:
The Communications Specialist reports to the Manager, Corporate Services and is responsible for the development, coordination, and implementation of Lower Trent Conservation's communications, fundraising, and volunteer programs. As a member of the Corporate Services team and liaison with the CAO, the Communications Specialist provides services to LTC staff, Board of Directors, partnering agencies, and the public.

KEY DUTIES:
1. Coordinate, develop, and implement the communications and promotion of the Authority through all methods of medium to support the Authority’s strategic goals and annual work plans.

2. Develop and maintain good relationships with municipalities, partners, and community members through responses to general information requests, speaking engagements, and delivery of Authority program information.

3. Develop and maintain good relationships with local media (TV, print, radio) through press releases, media interviews, photo opportunities, and press conferences; act as spokesperson for the Conservation Authority, as appropriate; and provide media relations assistance and direction to LTC staff and Board of Directors, as needed.

4. Develop and maintain corporate communication policies and procedures to include maintenance of corporate identity standards, meeting the AODA Information and Communications standards, and reviewing products prepared by other Authority staff for consistency and to ensure compliance.

5. Prepare, in consultation with the management team and staff:
   - LTC Business Plan, Annual Report, and In-Year Progress report(s); and
   - updates to the long term strategic communications plan; and
   - other corporate publications and communication products, as required.

6. Support Authority programs with guidance and assistance in creating communications, promotion, and marketing materials/products for special projects, outreach, signage, events, and other communications campaigns where possible.

7. Provide and facilitate communications required for the Flood Forecasting and Warning and Low Water Response programs.

8. Coordinate and facilitate the Conservation Authority’s Fundraising Program including assistance and preparation of funding campaigns and grant/sponsorship proposals.

9. Coordinate and deliver the ‘Volunteers for Conservation’ program including recruitment, scheduling, recognition, and maintenance of the database.
10. Coordinate the development, content, graphic design, layout, implementation, maintenance, and evaluation of the Authority’s social media platforms (website, Facebook, Twitter, etc.) to optimize, build, and encourage meaningful connections and engagement.

11. Responsible for records management of communications resources (resource libraries, photo libraries, media clippings, and public information publications).

12. Establish various internal communications initiatives to ensure that staff are well informed and have access to various resources, and provide training/support to LTC staff in use of audio/visual equipment.

13. Provide administrative backup for front counter duties as necessary.

14. Participate in regional/provincial communications forums/committees/working groups as required and report on new developments to further the objectives of LTC.

15. Assist in hiring and supervising of contract, student, and special employment program staff as required.

16. Adhere with all LTC policies and procedures.

17. Undertake other related duties as required, and as assigned, by the supervisor or CAO.

QUALIFICATIONS:

- Degree from a recognized university or diploma from a college in Communications, Marketing, Public Relations, or equivalent experience.
- A minimum of 5 years work experience or relevant progressive experience.
- Knowledge of Conservation Authority programs.
- Demonstrated experience and knowledge in:
  - Website development and maintenance
  - Social media (Twitter, Facebook, YouTube, Instagram, etc.)
  - Computer literacy (Microsoft Office, SharePoint, Adobe Creative Suite)
  - Videography
  - Graphic design
  - Planning and event coordination
  - Fundraising
  - Business development proposal writing
- Excellent oral and written communication skills coupled with strong proof reading and editing skills.
- Positive and professional personal deportment.
- Excellent relationship-building skills, able to interact with all external and internal clients and exercise appropriate discretion and demeanour when dealing with media, other agencies, donors, volunteers, staff, Board members, and members of the public.
- Excellent time management skills and ability to anticipate, recognize, and adhere to deadlines.
• Strategic thinker with proven problem solving and decision making skills.
• Ability to take initiative and work independently, as well as in a team.
• Must possess a valid Ontario G class driver’s license, held in good standing.
• Must be available to work some evenings and weekends.
• Knowledge of Lower Trent Conservation watershed an asset.

CONDITIONS OF EMPLOYMENT:
• 40 hours/week
• 2020 Annual Salary Range $61,804 - $72,712

HOW TO APPLY:
Email your cover letter (please specify where you learned of the job opportunity) clearly marked “Communications Specialist”, along with your resume by August 20, 2020 at 4:00 P.M. to:

Email: information@ltc.on.ca
Attention: Kelly Vandette, Manager, Corporate Services

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

Lower Trent Conservation is an equal opportunity employer in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code. Lower Trent Conservation will provide accommodations throughout the recruitment, selection, and/or assessment process to applicants with disabilities.

Personal information provided is collected under the authority of The Municipal Freedom of Information and Protection of Privacy Act.