

EMPLOYMENT OPPORTUNITY

COMMUNITY ENGAGEMENT COORDINATOR

POSITION SUMMARY

The Community Engagement Coordinator will be involved in all aspects of the development, implementation, and delivery of the Town's internal and external communications as well as corporate brand management. This will include working with all town departments in the strategic design and dissemination of information to stakeholders through the appropriate channels including social media and website as well as print and broadcast media. The Community Engagement Coordinator will act as the primary gatekeeper for all Town of Vegreville social media channels as well as the manager for all Town of Vegreville websites. This position will work closely with the C.E.E.D. Manager in the creation and implementation of marketing strategies and initiatives, including content creation as well as economic development planning and strategizing. The Community Engagement Coordinator will also work closely with Council and Senior Administration in the execution of more in-depth external engagement, awareness and education endeavours when required including, but not limited to, public open houses and community forums. Key areas of focus include corporate and crisis communications, media relations, content creation, website and social media management, corporate brand management, and commitment to the Town's success.

DUTIES & RESPONSIBILITIES

- Ensure all communications are delivered in a timely, effective, efficient, and appropriate manner.
- Work with the C.E.E.D. Manager in the creation, implementation and on-going management of the Town's Communication/Community Engagement Master Plan as well as create and execute segmented communication plans (IE. Social Media, Crisis Communications, etc.) to support the Town's strategic priorities and initiatives.
- Administration, management, and primary gatekeeper of all Town of Vegreville Social Media channels, websites, and mobile app including all associated tools and plug-ins as well as act as a liaison with webhosts and associated stakeholders.
- Content creation and delivery for websites, social media, print and broadcast media.
- Primary backup to the C.E.E.D. Manager in the live, online streaming of all Regular Council and Legislative Committee meetings as well as any other meetings deemed suitable by Senior Administration/Council.
- Work with the Community Engagement & Economic Development Department in the organization and hosting of community events, forums, open houses, etc.
- Assist, as well as act as the primary backup to, the C.E.E.D. Manager in the duties of the Public Information Officer under the Crisis Communications of the Municipal Emergency Plan.
- Develop and maintain a photography and video library for the purposes of content and marketing creation.
- Creation and distribution of the Town's monthly newsletter.
- Creation and distribution of major Town of Vegreville publications like the Annual Report and other guiding documents.
- Creation of newspaper and radio advertisements, including the weekly 'Talk of the Town' segment on Country 106.5.
- Preparation of speaking notes for Council and Senior Administration, when required.
- Formatting and distribution of internal Town of Vegreville communications.
- Actively seeking and applying for grant opportunities that align with the C.E.E.D.'s strategic visions, goals, and initiatives.
- Keen eye for detail and solid communication, technology, organizational, and analytical skills.
- Other duties as assigned.

QUALIFICATIONS & KEY COMPETENCIES

- Post-Secondary education preferably in communications, journalism, municipal government management or related fields.
- Three to five years of relevant experience, preferably in a public sector/municipal organization.
- Thorough knowledge and effective application of communication strategies and tactics, including communication planning, issues management, media relations, social media management, public relations and message development and advertising.
- Superior writing skills and demonstrated ability to communicate effectively to diverse audiences using a variety of communication methods.
- Strong organizational, time management and project management skills with a demonstrated ability to work both independently and within a team environment.
- Demonstrated competencies in the areas of professionalism, leadership, organizational understanding, teamwork, flexibility/adaptability, and relationship-building ability.
- Proficiency with social media in a professional business environment.
- Knowledge of Municipal Government Act and the Freedom of Information and Protection of Privacy Act.
- Experience with Microsoft Word, Power Point, Adobe Acrobat and Adobe Creative Suite, Canva or related programs.

Application deadline is Friday, December 20, 2024, at Noon. To apply, email your resume and cover letter to employment@vegreville.com.

Thank you to all that apply. Only those selected for an interview will be contacted.