



## MUNICIPALITY OF MIDDLESEX CENTRE

### CORPORATE SUPPORT SPECIALIST

The strength in Middlesex Centre lies with its people. The population of the community consists of both long-term residents and more recent arrivals. There are farmers and commuters, young families and retirees. The residents of Middlesex Centre are a diverse demographic, and the key factor in the lively community environment of Middlesex Centre.

#### Position Summary

The Corporate Support Specialist is responsible for communications and promotional activities associated with corporate initiatives. This position identifies key engagement situations wherein municipal information is prepared and distributed through various media and the communities. This position is responsible for maintaining the municipal website and social media accounts. Corporate and administrative support are also duties associated with this position. The Corporate Support Specialist supports the administrative function of the Corporate Services Department.

#### Preferred Qualifications

- University degree in Communications, Business, Marketing and/or Public Relations or equivalent post-secondary education.
- Minimum 4 years' experience in a municipal or corporate communications role.
- Possess a Class "G" driver license valid in the Province of Ontario with a clean abstract.
- Excellent professional demeanor with well-developed presentation, facilitation, written and oral communication skills across many platforms with a high attention to detail to ensure accuracy of communication.
- Knowledge of legislative requirements and industry guidelines, including the Accessibility for Ontarians with Disabilities Act.
- Advanced computer proficiency, including a thorough knowledge of MS Office applications [Word, Excel, PowerPoint and Outlook], Adobe applications [Acrobat Professional, Photoshop, InDesign] and prior use of Content Management systems.
- Must have a solid understanding of media relations strategy, knowledge of the local media and how to use the media to advance the organization's goals and objectives.
- Must be able to work under pressure, multi-tasking on a numerous high priority projects simultaneously and produce quality work under short deadlines.
- Must be highly organized, detail and deadline oriented.
- Must demonstrate skill in the use of computer software packages.
- Technically competent in Microsoft and Google applications, including Google Analytics.
- Practical knowledge in web maintenance and metrics analysis and reporting.
- Proficiency in word processing, creating presentations, web applications, graphics and publishing software as well as thorough knowledge of social media applications such as Twitter, Facebook and Instagram.

Salary range for 2019 is \$61,873.50 - \$72,384.00 with a 37.5-hour work week and requires attendance at Council meetings and public meeting from time to time as required outside of normal office hours.

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To apply for this position, please submit a resume outlining qualifications and experience by 4:00pm on Friday June 7, 2019 to:

Ruth Joyce-Maynard  
Human Resource and Health and Safety Coordinator  
Municipality of Middlesex Centre  
10227 Ilderton Road, RR2 Ilderton, ON N0M 2A0  
joyce-maynard@middlesexcentre.on.ca

Middlesex Centre is an equal opportunity employer and is committed to inclusive, barrier-free recruitment and selection processes and work environments. Please advise us of any accommodations needed to ensure your access to a fair and equitable process. Any information received relating to accommodation will be addressed confidentially.

We thank all applicants who apply, but only those applicants to be interviewed will be acknowledged. Personal information is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act and will be used for candidate selection purposes only.



### Position Synopsis and Purpose

(A position overview and how it connects to the big picture)

The Corporate Support Specialist is responsible for communications and promotional activities associated with corporate initiatives. This position identifies key engagement situations wherein municipal information is prepared and distributed through various media and the communities. Corporate and administrative support are also duties associated with this position. This position is responsible for maintaining the municipal website and social media accounts. The Corporate Support Specialist supports the administrative function of the Corporate Services Department.



### Major Responsibilities

(What this position does and how they allocate their time)

Description	Approx. Time Spent (%)
<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Co-ordinates and writes both external and internal communications in terms of monthly newsletters, magazines, message boards and municipal signs.</li> <li>• Develops communication strategies, and programs that align with the corporate strategic plan.</li> <li>• Plays a key role in establishing and maintaining a coordinated approach to community engagement that supports a positive two-way dialogue with stakeholders.</li> <li>• Responds to complaints/inquiries with tact and diplomacy; escalates complex or sensitive inquiries/complaints.</li> <li>• Develop and implements corporate and organizational strategies to address the communication requirements of the Municipality.</li> <li>• Proactively meet and communicate with management and staff on a variety of topics to develop an in-depth understanding of their services, issues and priorities, challenges and opportunities and using that information to develop communications and marketing advice and support.</li> <li>• Develops annual goals and objectives for the Department/Corporation as they relate to communication and public engagement.</li> <li>• Continually looks for opportunities to ensure that the residents, management and employees receive timely information.</li> <li>• Responsible for corporate media relations program and communications initiatives for all corporate initiatives, budgets, grants and capital projects.</li> </ul>	<p>30%</p>

Description	Approx. Time Spent (%)
<ul style="list-style-type: none"> <li>• Develops and implements communication and public relations policies and programs and ensures compliance throughout the organization.</li> <li>• Prepares correspondence, information, presentations, notices as well as question and answer packages and materials to internally and externally communicate policy/program changes, council decisions, and as required by the senior leadership in addition to developing a range of on-line information services to support corporate communications.</li> <li>• Prepares municipal surveys and provides reporting on such for all departments.</li> <li>• Liaises with Fire and Emergency Services for public education initiatives.</li> <li>• Liaises with local media, responding to media inquiries; encourages media coverage about positive Municipal initiatives.</li> <li>• Inform and engage the public on the municipality's key decisions, programs, services, policies and initiatives.</li> <li>• Designs, authors, edits and issues public and media communications, including media releases and advisories, speaking and briefing notes, project notices, letters to residents and other stakeholders, newsletters, flyers, brochures, guides, booklets, and other print or non-print materials intended for public or media consumptions.</li> <li>• Establishes, implements and monitors corporate advertising, corporate graphic standards and Middlesex Centre's branding procedures.</li> </ul>	
<p><b>Website</b></p> <ul style="list-style-type: none"> <li>• Responsible for the municipal website including but not limited to updating information, redesign of webpages, creation of content and design for all departments.</li> <li>• Responsible to ensure all posted documents are in compliance with AODA standards.</li> <li>• Responsible for providing timely reports to departments on website activity.</li> <li>• Responsible for ensuring the website is up to date, relevant and consistent at all times.</li> <li>• Responsible for fillable forms on the website and ensuring the interact correctly with the municipal records management system.</li> <li>• Responsible for training of other municipal support positions on updating the website as required.</li> <li>• Liaise with senior leadership team quarterly to report on website and suggest quality improvements to be completed.</li> <li>• Respond to questions, concerns and information posted by residents.</li> <li>• Work with IT staff to ensure the website remains effective as a communication, business and customer service tool.</li> </ul>	35%
<p><b>Marketing &amp; Communications/Social Media</b></p> <ul style="list-style-type: none"> <li>• Increase public participation and generate revenue by promoting the municipality's programs and services.</li> <li>• Stay on top of emerging trends, ideas approaches and tools in the communications industry.</li> </ul>	10%

Description	Approx. Time Spent (%)
<ul style="list-style-type: none"> <li>• Coordinates corporate social media channels by generating and coordinating content, captures social media analytics and monitors other stakeholder's social media activity.</li> <li>• Researches new and emerging communications and social media trends, making recommendations for improvements to current practices.</li> <li>• Execute all social media posts in a consistent tone to support the corporate brand, amplify marketing messages, provide customer service and engage followers through strategic content.</li> <li>• Monitor and evaluate commentary and conversation on social media channels, online resources and websites to find information to assist with managing potential or real issues.</li> <li>• Manage and grow day-to-day activities on corporate social media platforms, ensuring the Municipality is being proactive in promoting Municipal events, information, updates, etc.</li> <li>• Continue to improve and increase the municipality's digital presence.</li> </ul>	
<p><b>Corporate Support</b></p> <ul style="list-style-type: none"> <li>• Administers the council grants program and provides recommendations to the Director of Corporate Services.</li> <li>• Administers the community improvement plan for the municipality.</li> <li>• Provides support for the municipal balanced scorecard and key performance indicators, creates templates for presenting and reporting on the scorecard.</li> <li>• Responsible for maintaining and managing the filing system for both electronic and paper records in accordance with the records retention by-law for Corporate Services.</li> <li>• Provides support corporate wide for municipal projects with respect to corporate and department initiatives and goals.</li> <li>• Provides administrative support in the preparation and administration of municipal contracts, tenders and requests for proposals.</li> <li>• Works with County IT as requested by the Director of Corporate Services for coordination of services.</li> <li>• Proofread documents, editing and formatting where required.</li> <li>• Provides administrative support to the Director of Corporate Services.</li> <li>• Assist municipal staff with various document searches and document requests.</li> </ul>	20%
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Acts as the alternate Public Information Officer on the Emergency Control Group</li> <li>• As a member of the municipal team, will be responsible for serving the citizens of Middlesex Centre by meeting the taxpayers' needs and expectations, striving to be the best through attitude, training and creativity. Representing the municipality as a strong, integrated organization dedicated to high quality, viable services.</li> <li>• Contributes to departmental goals and objectives and recommend new or improved ways to perform the corporate function.</li> <li>• As required, provides assistance to other Corporate Services positions and carries out other related duties as assigned.</li> </ul>	5%

Description	Approx. Time Spent (%)
<ul style="list-style-type: none"> <li>• Acts as a backup for the municipal front counter (taking payments, answering the phone, processing mail, etc) as required from time to time.</li> <li>• Complies with all health and safety practices and ensures compliance with AODA standards.</li> </ul>	

\*Note: All activities are expected to be performed in a safe manner, in accordance with the Occupational Health and Safety Act and its Regulations, along with Corporate Safety policies, procedures and programs. In addition, all necessary personal protective equipment must be used and maintained in good condition.



### Minimum Qualifications (absolutely Cannot do without)

#### Education (degree/diploma/certifications)

- University degree in Communications, Business, Marketing and/or Public Relations or equivalent post-secondary education.

#### Experience

- Minimum 4 years' experience in a municipal or corporate communications role.

#### Knowledge/Skill/Ability

- Excellent professional demeanor with well-developed presentation, facilitation, written and oral communication skills across many platforms with a high attention to detail to ensure accuracy of communication.
- Ability to exercise discretion and good judgement when handling sensitive information and assure the security of such information and files.
- Ability to think and act strategically during time sensitive and pressured situations.
- Knowledge of legislative requirements and industry guidelines, including the Accessibility for Ontarians with Disabilities Act.
- Advanced computer proficiency, including a thorough knowledge of MS Office applications [Word, Excel, PowerPoint and Outlook], Adobe applications [Acrobat Professional, Photoshop, InDesign] and prior use of Content Management systems.
- Must have proven ability to write copy in a variety of different styles.
- Must have a solid understanding of media relations strategy, knowledge of the local media and how to use the media to advance the organization's goals and objectives.
- Must be able to work under pressure, multi-tasking on a numerous high priority projects simultaneously and produce quality work under short deadlines.
- Must be highly organized, detail and deadline oriented.
- Must demonstrate skill in the use of computer software packages.
- Technically competent in Microsoft and Google applications, including Google Analytics.

- Practical knowledge in web maintenance and metrics analysis and reporting.
- Must be reliable with good attitude and employment record.
- Ability to support project values compatible with the organization and participates as an effective team member.
- Knowledge of municipal government and understanding of the role of Council.
- Proficiency in word processing, creating presentations, web applications, graphics and publishing software as well as thorough knowledge of social media applications such as Twitter, Facebook and Instagram.
- Ability to exercise discretion and maintain confidentiality of corporate information.
- Ability to attend evening and/or weekend meetings/events.
- Excellent customer service skills
- Ability to work with elected and non-elected officials and staff at all levels.
- Minimum of a valid Ontario class G driver's license in good standing.



### Preferred Qualifications (the Ideal Candidate)

#### Education (degree/diploma/certifications)

- Diploma of Public Administration

#### Experience

- 7 years' experience in a municipal or corporate communications role.

#### Knowledge/ability/skill

- N/A



### Work Setting (Description of the work environment and nature of people interactions)

#### Contacts

Frequency Legend	
<b>Constant</b> – every day for most of the day	<b>Occasional</b> – bi-weekly to monthly
<b>Frequent</b> – daily	<b>Rare</b> – once in a while
<b>Regular</b> – weekly	

Contact	Frequency	Nature of Interaction
Council	Occasional	Interaction and support for Municipal messages
Management Team	Constant	Interaction and support for communication planning on departmental projects, website and

Media	Occasional	Media inquiries and detailed questions; publicity; education; advisories
Municipal Staff	Constant	Interaction and support for corporate information for the webpage/written communication/social media
Other Municipalities	Regular	Problem solving on issues/projects/staffing levels/collaboration on projects
Staff Meetings	Regular	Interaction, information sharing, communicating out information dealing with projects/programs
County	Regular	Identifying economic development matters and working with the team on identifying budget
Business/Development Proponents	Regular	Providing necessary information and providing assistance to ensure the proper resources

### **Work Conditions**

Approximately 90% of this position's time will be spent in the office and attending meetings during normal working hours. There will be occasions where attendance at Council meetings and evening meetings and public events is required.

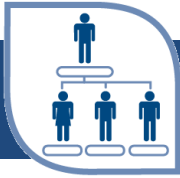
Constant interruptions to address a multitude of issues. Frequent meetings with both internal staff and external clients/customers/stakeholders. Interactions are generally courteous and collaborative required to ensure full understanding of information or decisions being exchanged.

Normal hours of work are 37.5 hours per week, Monday to Friday, with regular extra time required including evening meetings.



### **Corporate Values** (Operating principles that guide all staff conduct)

- **Openness** – Middlesex Centre is a large and diverse community. In order to respect this diversity, constant and respectful communication between community members is necessary.
- **Cooperation** – Middlesex Centre is a growing municipality. The council and citizens must work together to ensure that their community grows into the place they want it to be.
- **Trust** – The trust between community members is what makes Middlesex Centre an inclusive community. Community trust is built through sensible planning, reliable service, and public engagement.
- **Respect** – The residents of Middlesex Centre come from diverse backgrounds. It is only through respect for the varied backgrounds and experiences of residents that common ground can be achieved.
- **Tradition** – As a diverse municipality, Middlesex Centre is home to many proud histories and varied traditions. The actions of community must value those existing traditions while continuing to forge new traditions moving forward.
- **Innovation** – Middlesex Centre must be a community which embraces change. It must remain open to all ideas to become a flexible, progressive municipality which can successfully anticipate and adapt to changing conditions.



## Position Classification

(Where this position fits)

<b>Position Title:</b> Corporate Support Specialist	<b>Division:</b> Corporate Services
<b>Department:</b> Corporate Services	<b>Classification:</b> Non-Union
<b>Branch:</b>	<b>Reports to (Direct):</b> Director of Corporate Services
<b>Position(s) Supervised Directly:</b>	<b>Position(s) Supervised (Indirectly):</b>
<b>Effective Date:</b>	<b>Revision Date:</b>
<b>Equivalency Code:</b> N/A	<b>Hours per week:</b> 37.5