



MANAGER, COMMUNICATIONS & GRANTS

(Exempt)

Competition #: 166-COV-23
Closing Date: October 6, 2023
Annual Salary: \$95,217.82 - \$112,020.97

Reporting to the Director, Corporate Administration, and in accordance with Council direction this position is responsible for the administration, planning, coordination and delivery of strategic internal and external communications, media and public relations programs, and overseeing brand and reputational management for the City. In addition, the incumbent will oversee and report to Council on the City's grant program.

Duties Include:

- Develops and maintains a consistent corporate image and reputation for all City communications.
- Provides proactive and strategic communications advice and support, to the Mayor, council members, CAO, and senior management.
- Develops, manages, and executes the Corporate strategic communications plan that supports the Corporate priorities.
- Works collaboratively with divisions to develop strategies for the delivery of timely and effective communications to residents, businesses, visitors and staff about City programs, services or projects.
- Oversees digital communication tools including City websites, social media, mobile app(s) and an intranet to expand audience reach to increase engagement and participation in City activities.
- Builds and maintains effective relationships with local and regional media, key community stakeholders and other local governments, including First Nations.
- Manages activities related to media relations, stakeholder engagement, digital communication, civic advertising, and marketing of City programs and services, including the design, development and delivery of a variety of printed and digital materials (i.e., media releases, newsletters, advertisements, reports, marketing materials and multimedia content).
- Arranges news conferences, public relations events, and interviews as required.
- Researches and drafts correspondence such as, briefings and speeches for the CAO and Mayor as required.
- Acts as an official spokesperson on behalf of the City.

- Develops and maintains emergency and crisis communication plans for the City.
- Manages and coordinates media and public relations efforts and materials during emergencies.
- Oversees external brand and reputational management of the City by conducting regular environmental and media scans, correcting misinformation where necessary and keeping Administration apprised of potential reputational issues.
- Oversees City brand and visual identity standards and manages staff to deliver high standards of graphic design.
- Conducts ongoing market research of communication efforts by other Canadian local governments, and professional communication best practices, to make appropriate recommendations for adjustments to communication strategies, content and processes.
- Facilitates communications training for Council and staff as required.
- Develops and maintains the City's grant program.
- Provides semi-annual reports to Council regarding the City's grant program.
- Acts as the City's grant communications liaison at the ministerial level which may include travel related to particular grants.
- Performs other duties as required.
- All persons employed by the City of Vernon will be required to assist the City in providing emergency services. Duties assigned during an emergency may differ from regular duties.

Required Education and Experience:

- Diploma in communications, public relations, journalism or related discipline.
- Minimum five (5) years communications and public relations experience in a local government, or other related environment.
- Valid BC Driver's licence, Class 5.
- An equivalent combination of education and experience may be considered.

Required Knowledge, Skills and Abilities:

- Demonstrated knowledge of communication principles and practices as they relate to strategic corporate communications, issues management, and media relations.
- Ability to see the big picture and anticipate emerging issues and trends, and then tailor communications tactics to address.
- Exceptional interpersonal skills, exhibiting courtesy, professionalism, and diplomacy when dealing with internal and external customers.
- Ability to adapt to changing priorities and multi-task in a fast-paced work environment and meet tight deadlines.
- Demonstrated superior oral and written communication skills.
- Ability to maintain confidentiality on all sensitive matters and to deal tactfully and effectively with elected officials, senior staff, media and members of the public.

- Demonstrated experience to communicate effectively, foster high standards, coach, inspire and manage multi-disciplinary teams in a fast-paced, performance-focused environment using excellent interpersonal, visual design, presentation and written skills.
- Demonstrated strength in change leadership.
- Strong customer service focus.
- Knowledge of public engagement strategies, techniques and approaches using the International Association of Public Participation (IAP2) theory and values.
- Ability to develop design and branding concepts in an innovative and creative manner.
- Demonstrated effective skills utilizing digital communication channels such as websites, social media platforms, mobile apps and an Intranet.
- Working knowledge of Adobe Creative Cloud programs such as Premiere Pro, InDesign, Photoshop, Audition, as well as Microsoft Office and other relevant computer programs.

To Apply:

Please submit your resume, quoting the appropriate competition number to: Human Resources, City of Vernon, using **one** of the following methods:

- Online at www.vernon.ca (In MS Word or PDF Format) or
- By Fax: (250) 550-3551

Internal Applicants:

- Internal applicants are asked to complete the *Internal Application Form* located on Jostle and forward this along with a resume.

By making application, you are authorizing the City of Vernon to verify, through whatever means deemed appropriate, any information included in your applicant profile.

The City of Vernon wishes to thank all applicants; however, only those candidates selected for an interview will be contacted. No phone calls please!