

The County of Dufferin is an upper tier municipality which sits on the fringe of the Greater Toronto Area, about 100 km northwest of Toronto. It is largely a rural county with three urban settlement areas. The region is well known for its rivers, rolling hills and excellent outdoor recreation opportunities. The UNESCO World Biosphere Reserve, the Niagara Escarpment and the world famous Bruce Trail, run through Dufferin offering spectacular vistas and hiking opportunities. Home to over 67,000 residents the area boasts fabulous restaurants, shopping and amenities. We are currently recruiting for a:

## COMMUNICATIONS AND COMMUNITY ENGAGEMENT COORDINATOR Permanent Full Time

<b>JOB ID:</b> C49-24	<b>LOCATION:</b> Remote & 30 Centre St, Orangeville ON
<b>JOB TYPE:</b> Permanent Full Time (Non-Union)	<b>DEADLINE TO APPLY:</b> 4:30 p.m. on May 23, 2024

Reporting to the Manager, Communications, the Communications and Community Engagement Coordinator will support the development and implementation of communications plans and engagement opportunities for the County. This role will provide tactical advice and develop informative and engaging communications content, including social media, web, media, marketing and internal communications content, and design materials to help build, protect, and promote Dufferin County's reputation as a great place to live, do business and visit. The Communications and Community Engagement Coordinator will also be responsible for providing guidance to internal divisions on engagement opportunities to establish and nurture relationships with the community and gain insights to help guide the County's decision-making processes. Through effective, creative, timely and inclusive communications and community engagement initiatives, the Communications and Community Engagement Coordinator will support internal divisions in delivering outcomes for the community and help the County advance Strategic Plan priorities and achieve its vision of being "A community that grows together".

### What we can offer YOU!

- A competitive hourly wage ranging between \$39.96 - \$46.75
- Enrolment in our comprehensive health benefits program and defined benefit pension plan
- Access to Perkopolis; discount, reward and benefits program
- Access to an Employee and Family Assistance Program
- Unlimited access to live and interactive webinars offered by the Canadian Centre for Diversity and Inclusion (CCDI)
- A supportive and collaborative work environment.

### What you'll do

- Build positive working relationships with staff across the County to develop a clear understanding of department-specific communication goals, plans/campaigns, and target audiences.
- Work collaboratively with Communications Manager to build, support, and execute communications plans, ensuring they adhere to branding standards and promote a positive image of Dufferin County
- Provide tactical advice around the design, development, execution and assessment of communication campaigns.
- Identify and lead new and innovative ways to communicate to audiences, including ads, marketing, social media campaigns, and other opportunities.
- With a focus on internal employee engagement, develop, execute, and report on internal communication campaigns.
- Help execute County's Equity Strategy by developing and implementing communications plans, creating content with a focus on diversity, equity and inclusion.
- Create informative, engaging, and educational social media content for internal client groups. Maintain social media content calendar for County social media channels.
- Using Canva, design a variety of creative materials such as social media tiles, advertisements, posters, e-newsletters, video content, and other marketing materials.
- Support County divisions in developing and facilitating engagement opportunities. Advise on engagement plans and activities and report on outcomes.
- Other duties as assigned

## What you'll bring

- Post-secondary degree in communications, media studies, public relations, journalism, marketing, or a related field.
- One (1) to three (3) years' experience in a formal communications role with demonstrated experience in communications planning and/or strategy development.
- Experience providing communications consultation/coordination and excellent customer service to internal clients.
- Experience with graphic design and content creation.
- Advanced written and verbal communication skills, including the ability to write for a wide range of audiences.
- Knowledge of communications theory, including strategic planning
- Knowledge of communication tools, current best practices, and engagement trends
- Strong interpersonal skills with proven track record of collaboration; able to develop and manage relationships with diverse client groups.
- Highly organized with the ability to manage competing tasks and meet critical deadlines.
- Ability to apply a diversity and inclusion lens to communications.

The County of Dufferin strives to provide exceptional customer service to all its residents and visitors. To effectively do so, all positions at the County of Dufferin require a commitment to upholding the County's equity mandate through on-going and mandatory training and examining our day-to-day operations and impacts through an equity lens. Therefore, throughout the selection process, candidates will have demonstrated their ability to be anti-racist, equitable, inclusive, and respectful.

## Ready to apply?

Interested applicants are invited to submit a resume and cover letter before the closing date and time to: [hr@dufferincounty.ca](mailto:hr@dufferincounty.ca)

As an organization, we recognize the value of diverse perspectives and lived experiences, and the importance of creating an environment that embraces and supports these. We are committed to creating and fostering a workplace where all employees feel a sense of dignity and belonging. As such, we seek to attract, develop, and retain highly talented employees with a variety of identities and backgrounds, to better reflect the growing diversity of our region.

We actively encourage applications from members of groups with historical and/or current barriers to equity, including, but not limited to:

- First Nations, Métis and Inuit peoples, and all other Indigenous peoples.
- Members of groups that commonly experience discrimination due to race, ancestry, colour, religion and/or spiritual beliefs, or place of origin.
- Persons with visible and/or invisible (physical and/or mental) disabilities.
- Persons who identify as women; and
- Persons of marginalized sexual orientations, gender identities, and gender expressions.

We value the contributions that each person brings and are committed to ensuring full and equal participation for all in our workplace.

All applicants are thanked for their interest. Those chosen for next steps in the selection process will be advised by June 20, 2024. Information collected will be used in accordance with the Municipal Freedom of Information and Protection of Privacy Act for the purpose of job selection and will not be used for any other reason. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance.