



Internal/External Job Posting

Full Time Bargaining Unit Position

Strategic Communications Specialist

The Grand River Conservation Authority (GRCA) has an international reputation for excellence in managing the natural resources of the largest inland river system in southern Ontario. Encompassing approximately 6,800 square km, the Grand River watershed has a population of almost one million people in 39 municipalities and two First Nations. Designated as a Canadian Heritage River, the Grand River and its major tributaries boast many outstanding human heritage features and excellent recreational opportunities. The GRCA is committed to environmental protection by delivering services that ensure the well-being of the environment and its inhabitants.

General Overview

The Strategic Communications Specialist reports to the Supervisor of Strategic Communications and is responsible for developing and designing content for corporate communications and marketing projects, campaigns and plans in alignment with the GRCA's strategic priorities, including the development of written and visual communications and marketing materials in a wide array of formats. The Strategic Communications Specialist assists the Supervisor with the central coordination of communications and marketing projects, campaigns and plans, working with staff from across the organization.

Although this position requires specializations in at least one of the following areas: photo and video content creation and/or graphic design, the successful candidate for this current opening will have a strong skill set and experience in the area of photo and video content creation.

Specific Accountabilities:

1. Assist the Supervisor of Strategic Communications with the coordination of communications and marketing projects by participating in the development of communications and marketing projects, campaigns and plans and working closely with internal staff clients on multi-disciplinary project teams.
2. Develop, ideate, research, write, edit and design print, digital and online communications and marketing content and materials across a variety of media and channels for a wide range of audiences, to promote or support the GRCA's programs and activities and the achievement of its strategic objectives.
3. Provide expertise to staff across the organization in the areas of website maintenance, visual and online communications and design. Provide guidance in the development of communications and marketing content and materials to help ensure compliance with the Accessibility for Ontarians with Disabilities Act (AODA), and the GRCA's branding guidelines and protocols.
4. In consultation with the Manager and/or Supervisor of Strategic Communications, develop and/or maintain guidance, policy and framework documents that support strategic communications.
5. Working with the Supervisor of Strategic Communications, gather and organize data to help inform and enhance communications and marketing plans, goals and outcomes.
6. Liaise with external suppliers to ensure timely, cost-effective and quality work.
7. Shoot and edit photography and video to support and enhance the GRCA's digital media presence.

8. Develop and maintain a digital media library for communications and marketing use.
9. Support the Manager and/or Supervisor of Strategic Communications with public meetings, open houses, displays and special events as assigned.
10. Other duties as assigned by the Supervisor of Strategic Communications or designate.

Technical Accountabilities

1. Degree or diploma in Communications, Marketing and/or Videography, Photography, Design or other related discipline.
2. Minimum 5 years of related work experience.
3. Strong understanding of the basic principles of communications and marketing. Ability to adapt communication strategies to various audiences and platforms, in alignment with the GRCA's strategic priorities.
4. Demonstrated story-telling ability using a broad range of tools and tactics.
5. Excellent writing skills with a solid knowledge of both English grammar and the specialized requirements associated with writing for different media and different audiences.
6. Strong ability to conceptualize, develop and plan engaging content with expertise using appropriate software (e.g. Adobe Creative Suite, website CMS, Microsoft products).
7. Strong design skills and knowledge of design principles. Strong skills in producing professional photo and video content. Ability to distill content into effective visual communications, to achieve desired results.
8. In-depth knowledge and understanding of social media platforms and their respective uses. Understanding of SEO, web and social media analytics.
9. Knowledge of both print and digital production and current industry standards and practices.
10. Proficiency with map creation tools using desktop GIS, with knowledge of map making and design is considered an asset.
11. Strong critical thinking skills.
12. Ability to work collaboratively in a team environment, as well as work productively and independently with frequent interruptions, while meeting tight deadlines.
13. High degree of professionalism and interpersonal skills.
14. Valid driver's license and ability to travel throughout the watershed.
15. Ability to work occasional evening and weekend hours.

Competencies and Abilities:

Professional Judgement

Demonstrated ability in the area of critical thinking, analysis and assessment of implications, making connections of underlying issues and ownership of the outcome. Sound judgment resulting in fair, efficient and effective decision-making, bringing clarity and resolution to complex and ambiguous situations. Ability to carry out skillful negotiations and interest based conflict resolution. Appropriately balances the interests of both internal and external stakeholders, when dealing with complex files.

Integrity/Ethics

The willingness to hold oneself and others accountable for acting in ways that are consistent with stated values, principles and professional standards. Maintaining impartiality, objectivity, confidentiality and fairness when dealing with employees, stakeholders and special interest groups.

Goal/Action Oriented

Does not shy away from challenges and seldom gives up, especially in the face of resistance, setbacks or change. Seizes opportunities; takes initiative and is self-motivated. Organizes work, plans activities and sets priorities in a manner that meets competing needs and timely resolution of matters. Maintains high level of productivity and self-direction. Strong organization, project, and time management skills, including ability to meet deadlines and balance competing interests within timelines. Excellent attention to detail and ability to manage numerous projects

simultaneously, while producing quality work. Achieving high standards of performance from others is important.

Team Work

Interacts with people respectfully and effectively. Able and willing to share and receive information. The ability to gather facts and pertinent information to gain an understanding before drawing conclusions, taking action or resolving conflict. It involves active listening and comprehension of verbal and non-verbal signals to enhance understanding. Demonstrated ability to build partnerships with municipalities, business communities, partners and staff. Exceptional internal communications skills are needed for staff relations, working inter-departmentally with respect to communications and marketing needs and to provide support to other programs within the GRCA.

Customer Focus

Dedicated to meeting the expectations and requirements of internal and external customers. Exceptional communication and negotiation skills to create, maintain and enhance relations with municipal partners, stakeholders, etc.

The pay range for this position is Job Level 6 \$30.22 to \$37.77 per hour/35 hours per week (pay rate under review)

Approximate Start Date: March 2023

To Apply: Please send a resume and covering letter to careers@grandriver.ca in MS Word or PDF format and quote "Strategic Communications Specialist" in the subject line.

Deadline for Applications: 4:00pm Friday January 27, 2023

The GRCA strives to provide a collaborative and respectful work environment. We value the health and well being of our employees and prioritize Health and Safety in our workplace. We offer a comprehensive benefits package including health, dental, vision care, life and disability insurance; Participation in the OMERS defined benefit pension plan, with generous employer-matching and a pass for free entry into GRCA conservation areas. We currently provide an option to work a flexible schedule and/or hybrid to balance the demands of both work and home.

We thank you for your interest, however only candidates under consideration will be contacted.

GRCA is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environments. If you require any accessibility accommodations at any point during the application and hiring process, please contact us. Any information received relating to accommodation will be addressed confidentially

Pursuant to section 29(2) of the Municipal Freedom of Information and Protection of Individual Privacy Act R.S.O. 1990, C. M.56 the personal information contained on this form is collected under the legal authority of the Conservation Authorities Act, R.S.O. 1990, chapter C.27 and is used for recruitment purposes. Questions about the collection of personal information should be directed to the Manager of Human Resources, Grand River Conservation Authority, PO Box 729, 400 Clyde Road, Cambridge, Ontario N1R 5W6. 519-621-2761.