



## **Internal/External Job Posting**

### **Regular Full Time Bargaining Unit Position**

### **Strategic Communications Officer**

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 kilometers, 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. The Grand River Conservation Authority is responsible for issuing flood warnings to municipalities and operating a flood forecasting and warning system. Extensive water control infrastructure including dams, dikes and monitoring gauges is used to reduce flooding and manage water throughout the year to achieve strategic goals of reducing flood damages and improving the health of the watershed.

#### **General Overview:**

The Strategic Communications Officer reports to the Supervisor of Strategic Communications and is responsible for supporting the creation and organization of digital media content for corporate communications and marketing channels.

#### **Specific Accountabilities:**

1. Shoot and edit photography and video to enhance the GRCA's digital media presence.
2. Provide digital media support to other departments.
3. Develop and maintain a digital media library for communications and marketing use.
4. In consultation with the Supervisor, other team members and internal staff clients, create written and/or visual content for the GRCA's digital communications channels.
5. Assist with enhancing and maintaining content on the GRCA's digital communications channels, while ensuring alignment with the GRCA's policies, corporate branding standards and strategic priorities, and compliance with the Accessibility for Ontarians with Disabilities Act.
6. Assist in gathering and organizing data to inform and enhance communications and marketing plans, goals and outcomes.
7. Support the Manager and/or Supervisor of Strategic Communications with open houses, displays and special events as assigned.
8. Other duties as assigned by the Supervisor of Strategic Communications or designate.

#### **Technical Accountabilities:**

- a) Post-secondary degree or diploma in Digital Media, Marketing, Communications or other related discipline.
- b) 1 - 3 years of related work experience.
- c) Demonstrated story-telling ability using a broad range of tools and tactics.
- d) Excellent writing skills with a solid knowledge of both English grammar and the specialized requirements associated with writing for different media and different audiences.

- e) Strong skills in both capturing and editing photos and video, with expertise in using appropriate media editing software to deliver engaging visual and interactive content.
- f) Knowledge of SEO, web traffic and social media analytics.
- g) Computer proficiency in Microsoft Office and Adobe Creative Suite.
- h) Strong knowledge and understanding of social media platforms and their respective uses, staying up-to-date with digital media technologies and trends.
- i) Understanding of the basic principles of communications and marketing. Ability to apply communication tactics to various audiences and platforms, in alignment with the GRCA's strategic priorities.
- j) Strong attention to detail, and is results-oriented.
- k) Ability to work in a team environment, work productively and independently with frequent interruptions, while meeting tight deadlines.
- l) Valid driver's license and ability to travel throughout the watershed.
- m) 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 the 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. Demonstrated experience in project management with the ability to work under pressure and handle multiple tasks simultaneously with changing priorities. 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 stakeholders 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.

GRCA offers a comprehensive benefits package including health, dental, vision care, life and disability insurance; membership in the OMERS pension plan and a pass for free entry into GRCA conservation areas.

The pay range for this position is Job Level 5 \$26.61 to \$33.25 per hour/35 hours per week

**Approximate Start Date:** June 2021

**To Apply:** Please send a resume and covering letter to [careers@grandriver.ca](mailto:careers@grandriver.ca) in MS Word or PDF format and quote "Communications Officer" in the subject line.

**Deadline for Applications: 4:00 p.m. Friday May 7. 2021**

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

Accessibility accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance.

Personal information collected in relation to the recruitment process is collected under the authority outlined in the Municipal Freedom of Information and Protection of Privacy Act and used solely to determine eligibility for employment with the Grand River Conservation Authority