



Job Description

Communications and Outreach Coordinator

Reports to: Manager of Communications, Stewardship and Outreach

Hours per week: 37.5

Grade: 6 (\$69,238 - \$80,997)

Job Summary

The Communications and Outreach Coordinator is responsible for continuously improving Kettle Creek Conservation Authority's corporate image and communications to deliver timely and accurate information about KCCA's programs and services. The position is that of a working participant, in a team environment reporting directly to the Manager of Communications, Stewardship and Outreach.

Duties and Responsibilities

1. Graphic Design (50%)

- a. Under the guidance of the Manager of Communications, Stewardship and Outreach develop and maintain a relevant and professional brand image with a careful eye to consistency and accuracy across all platforms and media.
- b. Develop, design and produce all corporate communication materials including brochures, annual reports, displays and signage for all program areas.
- c. Coordinate and oversee outside service providers for the delivery of materials and products.
- d. Lead in the implementation of the Authority's corporate wear program including liaising with outside services providers, coordination of all orders and monitoring, maintenance and reconciliation of all inventory.

2. Stakeholder Engagement, Outreach and Communications (40%)

- a. Develop engaging content and a comprehensive marketing campaign (i.e. news releases, flyers, signage, social media posts and short videos) that showcases KCCA's programs and services, milestones and news, supports strategic initiatives and communicates timely information to KCCA's various audiences.
- b. Respond to media inquiries, arrange media interviews and maintain an up-to-date file of media contacts.
- c. Lead in the archiving of historical documentation (e.g. photos, newspaper articles, audio visual media etc.)
- d. Monitor social media platforms and general email inboxes responding to inquiries as appropriate or re-directing to other staff as required in a timely fashion.

- a. Plan, and execute key corporate events from planning to execution such as the Annual General Meeting, workshops, tours, fundraisers and public ceremonies.
- b. Provide communication support and guidance to the Kettle Creek Environmental Trust including but not limited to organizing and executing an annual fundraising event and the Re-Wild the Family program.
- c. Provide ongoing maintenance, support and development of KCCA's corporate website and affiliated websites including the Elgin Clean Water Program, Carolinian Forest Festival and contracted web site development such as the Kettle Creek Environmental Trust including digital marketing strategies (Google Analytics and Google Ad Grants).
- d. Responsible for developing and implementing a comprehensive visitor services program for the Authority's two campgrounds (i.e. Fishing Derby etc).
- e. Provide support to the Manager of Communications, Stewardship and Outreach to appropriately record the success of stewardship projects including but not limited to site visits to document progression through time-lapse videos, photos and/or other monitoring techniques, and other related stewardship field work including but not limited to community tree planting events, and tree sales.

3. Office Administration (10%)

- a. Prepares detailed, briefs and communications for and attends Board meetings and stakeholder meetings with neighbouring CAs and partner stakeholders as required.
- b. Ensure KCCA is compliant with all AODA standards, develop relevant policies and procedures including required privacy and social media policies.
- c. Provide training to all new staff on relevant public relations and communications policies including but not limited to effective customer services and AODA compliance.
- d. In accordance with KCCA's financial management policies and procedures follow established internal control and purchasing policies and procedures; monitor budget and identify and address significant variances between forecasted and actual expenditures and revenues.
- e. Supports the Manager of Communications, Stewardship and Outreach in the development of the annual operating and capital budgets and forecasts for responsible departments/programs, ensuring budget requests are consistent with operating objectives while maintaining fiscal responsibility.

4. Other

- a. Works in a safe manner in accordance with the Occupational Health and Safety Act, associated regulations, other applicable legislation, Authority policies, procedures, and guidelines. All necessary personal protective equipment must be used and maintained in good condition.
- b. Other duties as assigned.

Minimum Qualifications

Education (degree/diploma/certifications)

- Post-Secondary Degree/Diploma in one or more of communications, graphic design, event planning, marketing or other related public relations fields

Experience

- Technical skills and knowledge at a level usually associated with the successful completion and graduation from a related communications/public relations course at a community college or from an honours course from a recognized university in one of the communications' disciplines.
- At least 3 years of media, graphic design, web development or managing and developing social media platforms or a combination of experience
- Experience and expertise in organizing outreach or fundraising events of various sizes

License/Registration and Training

- Valid and unrestricted Class "G" driver's licence with access to reliable transportation and be able to travel to various work locations across the watershed.
- Trained or capable of obtaining training in WHMIS, First Aid and CPR and work-related safety requirements
- Criminal Record Check

Skills/Knowledge

- Demonstrated project management, organizational and coordination skills
- Focused on desired outcomes by meeting and/or exceeding standards based on past performance, goals and objectives
- Takes personal ownership and responsibility for the quality and timeliness of work commitments
- Accurately estimates duration and level of difficulty of tasks and project, realigns resources to achieve priorities
- Recognizes critical errors in processes and practices and recommends corrective action
- Works cooperatively and effectively with others, encouraging teamwork through daily actions and by soliciting feedback from all levels of the organization
- Demonstrated ability to develop/prepare a variety of written materials such as reports, plans, proposals and training materials
- Meets deadlines and follows organizational guidelines, policies, and standards
- Displays a high level of confidentiality and respects sensitive information
- Establishes priorities and identifies critical tasks that need be handled immediately
- Provides superior customer service to both internal and external customers in a pleasant, informative and timely manner; displays professionalism
- Identifies, analyzes, plans and responds to internal and external risk factors including health and safety, security and privacy breaches, develops contingency plans and communicates potential risk situations including actionable mitigation and possible impacts to staff
- Oversees the management and evaluation of consultants and other outside service providers.

- Prepares detailed, briefs and communications for and attends Board meetings and stakeholder meetings with neighbouring CAs and partner stakeholders as required.
- Optimize customer service in program areas through continuous improvements to processes, tools and communication.
- Represents the Authority at public meetings and on various committees for special projects such as subwatershed studies or advisory committees.
- Demonstrated ability to develop/prepare a variety of written materials such as reports, plans, proposals and training materials
- Excellent public presentation skills, including the ability to use graphic support.
- Excellent communication skills, both oral and written.
- Advanced proficiency in Microsoft Office software including Word, Excel, PowerPoint, and Outlook.
- Advanced proficiency in Adobe Creative Suite and WordPress, Eliminator and other web content management systems including HTML coding
- Advance proficiency in Social Media platforms (Facebook, Twitter, Instagram etc.).
- Hands on experience in Google Analytics and Search Engine Optimization.
- Experience using Google Ads and Facebook Ads manager.
- Experience organizing and implementing public events such as fundraisers, workshops or public tours.

Preferred Candidate

- Post-Secondary degree/diploma in public relations, communications, or graphic design
- Familiar with workplace legislation such as Employment Standards Act, WSIB, Occupational Health and Safety, Ontario Human Rights and AODA
- Five (5) years of experience in a relevant field including experience in communications, graphic design or event planning

Position Classification

Position Title: Communications and Outreach Coordinator
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