

Job Title:	Manager of Communications and Community Experience
Department:	Office of the CAO
Reports To:	CAO
Salary Band:	Band 11, 35 hours per week
Last Update:	April 2025

Position Summary:

This position plays a key leadership role within the Township, responsible for driving strategic communications, customer service excellence, and economic development initiatives. Reporting to the CAO, the role involves developing integrated communications strategies aligned with the Township’s strategic priorities, advising senior leadership on internal and external messaging, and managing the Township’s digital presence and public engagement efforts. The position also leads corporate customer service, ensuring consistent, high-quality service delivery across departments while enhancing the overall customer experience. Additionally, the role supports economic development by fostering partnerships, promoting local assets, and identifying funding opportunities to advance community growth and business retention.

Leadership & Management:

- Prepare reports and attend Council, Committee and other internal/external meetings and special events as required; make presentations, provide advice/guidance;
- Champion the corporate mission and values across the Corporation as a whole.
- Demonstrate a commitment to personal and professional development by remaining current with new legislation, regulations and technology relating to the Corporation in order that professional competence is maintained.
- Encourage and instill a culture and philosophy of building the Township of Ramara Team within the organization through innovative training, coaching, mentoring, professional development and career growth with and keen desire to ensure opportunities for appropriate and well-communicated succession planning.

1. Operations

- a) Think and act strategically in a political and community/client service environment; anticipate and plan for change and align communications strategies and initiatives with Council’s strategic priorities and corporate goals and objectives.
- b) Provide advice to the CAO and Senior Leadership Team in Strategic Planning; Facilitate community, Council and staff input into the development of the Corporate Strategic Plan; (i.e., current situation analysis, environmental assessment, business/economic outlook, future legislation impact, setting/updating of goals and strategies).

- c) Monitor the implementation of the corporate strategic plan, related departmental objectives and actions, and alignment with key strategic priorities and provide updates to CAO and Council.
- d) Review and recommend changes to the CAO on corporate departmental strategies and issues such as short and long term plans aligned with corporate goals and objectives..
- e) Identify the need for process improvement projects, leading the implementation of the required changes, improvements, reduction in costs and efficiencies;
- f) Develop and maintain an understanding of the Townships' business processes in order to support the prioritization and delivery of approved service levels;
- g) Support and encourage change management, create, and champion innovative ideas, generate organization and community initiatives..

2. Communications & Community Experience

- a) Responsible to ensure the development, implementation and measurement of strategic communications plans including audience identification, key messages/actions, use of media, processes, protocols and standards to ensure messages developed align the standards and values of the Corporation with the Communications Strategy and Plan, and act as the expert resource for Council and Staff regarding the implementation of all communications requirements.
- b) Planning, developing, and delivering all internal and external communications, including public relations, media relations, branding, crisis communications, issues management, reputation management and social and digital media.
- c) In consultation with the Mayor / CAO liaise with the media and co-ordinates media relations for the Corporation. Anticipates and manages reputational risks, assisting with timely and effective responses as required.
- d) Focus on all communications and marketing initiatives and client service delivery, ensuring standardization and consistency of messaging and improvement of communications policies and practices.
- e) Provide strategic and tactical communications expertise to assist in achieving program and service objectives; ensures alignment with an understanding of corporate strategic objectives and priorities through effective corporate-level internal and external communications.
- f) Plan, develop and oversee all communication and graphics for the corporate website and social media accounts.
- g) In the absence of the Accessibility Officer, ensure compliance with AODA regarding Accessible communications.
- h) Engaging and fostering ongoing relationships with key community stakeholders (businesses, students, seniors, organizations) and creating a positive two-way communication atmosphere.
- i) Assist incorporate strategic planning and the execution of initiatives aimed at enhancing the corporate customer service portfolio, ensuring alignment with organizational objectives and customer-centric values.

- j) Develop a corporate-wide approach to community engagement, which incorporates collaboration, clear definitions, practical implementation guidelines and effective technology tools for use by all staff. Evaluate the corporation's engagement performance and report annually.
- k) Ensure the development and implementation of strategies to optimize customer service operations, streamline processes, and drive continuous improvement in service delivery, while fostering a culture of excellence and accountability within the customer service team.
- l) Serve as the Township's lead for corporate customer service, providing strategic oversight and ensuring consistent, high-quality service delivery across all departments.
- m) Oversee customer service initiatives, processes, and standards, working collaboratively with internal teams to align practices and enhance the overall customer experience.
- n) Act as a connector between communications and customer service functions, ensuring that messaging, service channels, and public interactions are coordinated and responsive.
- o) Identify opportunities to improve service coordination, responsiveness, and accessibility through both digital and in-person channels.
- p) Support the integration and effective use of tools (e.g. service tracking systems) that enhance customer experience.
- q) Contribute to training, onboarding, and knowledge sharing related to customer service excellence, in collaboration with department leaders.
- r) Act as the Emergency Information Officer on the Emergency Management Control group with the ability to respond to after hour emergencies on a 24/7 basis as required by the Township's Emergency Plan and associated policies/procedures, significant weather conditions/events, requests from emergency services personnel requests or to assist operations on an on call basis as required.

3. Internal Communications

- a) Manage corporate internal communication efforts, including cultivating communication champions within each department to help support content management for the corporate website and other communication initiatives.
- b) Communicate messages related to Strategic Plan initiatives in order for all staff to be aligned with its vision, mission and priorities.
- c) Promote an inclusive and empowering work environment for staff that helps them to understand how their service efforts contribute to corporate outcomes; support open communications by actively participating and contributing to one-on-one and team meetings, encouraging new ideas and actively sharing knowledge for staff development.
- d) Develop in consultation with SLT, communications standards, policies and training to members of staff and Council.

4. Economic Development

- a) Develop and implement strategies to attract new businesses and industries to the municipality.
- b) Foster relationships with local businesses to encourage retention and expansion.
- c) Provide assistance and resources to support local businesses, including market intelligence and funding opportunities.
- d) In consultation with the CAO, facilitate the creation of long-term economic development plans and strategies.
- e) Analyze local economic trends, demographic data, and industry sectors to inform policy development.
- f) Work with local businesses, community organizations, and stakeholders to promote economic development goals.
- g) Facilitate workshops, consultations, and meetings to engage businesses and residents in economic development initiatives.
- h) Develop and maintain relationships with key partners.
- i) Develop a variety of promotional and marketing materials to attract businesses and new residents to the community (e.g., web pages, community profiles, promotional brochures, videos, and other digital products, etc.).
- j) Support SLT and Council in policy development and decision-making processes related to economic growth.

5. Grants & Project Management:

- a) Serve as a resource for community groups and other stakeholders providing assistance regarding funding and grant applications, marketing, advertising and communications issues; organize staff presentations to groups, and undertake public speaking engagements (i.e. special interest groups, realtor/developer functions, etc.).
- b) Identify and track grants and subsidies available from various government agencies/departments and other sources; coordinate preparation and submission of applications.
- c) Assist in the preparation of budgets and long-range forecasts including any potential funding sources; recommend annual operating and capital budgets; prepare and/or oversee the preparation of grant and joint funding applications for projects, partnerships, etc.
- d) Oversee the strategic planning and execution of a fulsome range of Major Capital Projects and Corporate initiatives that are identified as significant Corporate and Community projects.
- e) In consultation with the CAO engage consultants to assist with and/or undertake special projects as required; monitor their work, and administer the agreements.

6. Compliance

- a) Comply with, ensure all staff comply with, and perform duties in accordance with the Code of Conduct.
- b) Ensure the confidentiality of all information in accordance with the Municipal Freedom of Information and Protection of Privacy Act.
- c) Keep apprised of current regulations, best practices, and emerging trends and provide advice to Council, CAO and the senior management, as required.
- d) Comply with the Occupational Health and Safety Act and Regulations and Corporate Occupational Health and Safety Program, related policies and procedures.

Supervisory Responsibilities:

- N/A

Education, Experience and Qualifications:

- University degree or college diploma in a related discipline (e.g. Communications, Marketing, Business Administration or Economic Development) from a recognized university or college with Canadian accreditation.
- Post graduate training in Public Relations or Strategic Planning.
- Lean Six Sigma Belt Certification, strategic planning, or project management experience considered an asset.
- Demonstrated leadership in managing corporate communication strategies and enhancing customer experience.
- Strong relationship-building skills with the ability to collaborate across departments and engage external parties.
- Experience in supporting or leading economic development initiatives is a strong asset.
- Ability to prioritize and multi task within a fast-paced environment.
- Demonstrate ability to work in a team environment.
- Ability to organize and manage multiple projects and priorities
- Work outside regular office hours as required.
- Excellent use of English - verbally and in writing.
- Valid Ontario Class "G" driver's license

Applicable Regulations:

- None

This job description is intended to describe the general nature and level of work being performed by the person assigned to this position. The primary duties and responsibilities are intended to describe those functions that are essential to the performance of this job.

This job description does not state or imply that the above are the only duties and responsibilities assigned to this position. Other duties and responsibilities are considered incidental or secondary to the overall purpose of this job. Employees holding this position will be required to perform any other job-related duties as requested by management. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.