

**Corporation of the Town of Marathon**  
**Position Description**

**Position Title:** Communications Manager

**Reports To:** CAO/Clerk

**Position Description:** Will develop, assess, and oversee multiple communication channels and media strategies to assist the Town in building positive relations with the public as well as to address communication matters arising from initiatives, programs, and Council decisions. Will provide a primary point of contact for media, manage protocol for communication channels, manage media buying/advertising purchases, build media relationships, protect the corporate brand, and provide ongoing communications strategies to meet department and citizen needs. The role involves working closely with members of the Senior Leadership Team, and elected officials on matters of communications, public affairs, and media relations from a strategic point of view and on matters of high public.

**Responsibilities:**

1. Responsible for the development and execution of all internal and external communication strategies, in-line with the Corporation's strategic priorities and objectives.
2. The development and implementation of all media and public relations strategies to build brand awareness and engage with the community, corporate partners, stakeholders, and employees.
3. Produces in-house communication pieces in support of campaigns, projects and information needs as they develop in the various functional areas of the Town. This includes creative conceptualizing, writing, editing, and/or working with other creative professionals to design and print/produce.
4. Manages the development, coordination and maintenance of organizational communications channels and infrastructure including website, print, social media, advertising and marketing programs.
5. Assists Chief Administrative Officer (CAO) as required – i.e. conducting research, developing presentation materials, special projects, drafting reports, policies, briefing notes, documents, etc.
6. Responsible for attending special events and managing all crisis communications for the Town of Marathon, including situations that arise after standard business hours.
7. Responsible for the implementation and ongoing management of the Town of Marathon's online public engagement portal.

8. Responsible for the continued management and operation of the Communications Budget.
9. Participates as a member of the Senior Leadership Team and attends required meetings regularly as an active participant, including Council Meetings, and community/committee meetings and communicates effectively with the public, Council, staff and volunteers.
10. Work in a safe manner in accordance with the Occupational Health & Safety Act and Regulations.
11. Perform other related duties as assigned.

**Qualifications:**

- Post-secondary education in social sciences, marketing/communications and/or business administration.
- Minimum five (5 years) experience in a municipal/business administrative work setting.
- Candidates with equivalent combination of education and experience may be considered.
- An understanding of municipal government.
- Extensive knowledge of good communication principles and practices, particularly as they relate to strategic corporate communications, digital channels and service experience, issues management and media relations.
- Advanced written, oral and communication skills.
- Excellent leadership, organizational and interpersonal skills.
- Ability to exercise discretion and maintain confidentiality.
- Valid Class "G" driver's licence and access to reliable transportation.
- Valid first aid certificate.
- Proficiency in Windows and Microsoft Office applications.
- Ability to work independently and with minimal supervision.
- Willing and available to work weekends or evenings on occasion as required.
- Provide Vulnerable Sector Check satisfactory to the employer.

Employee's Signature: \_\_\_\_\_

C.A.O./Clerk's Signature: \_\_\_\_\_

Signed: \_\_\_\_\_, 20\_\_\_\_\_

09/24