

Corporation of the Town of Marathon
Position Description

Position Title: Communications and Economic Development Manager

Reports To: CAO/Clerk

Position Description: Responsible for the development and execution of all internal and external communication strategies, public relations functions, community and stakeholder engagement and other projects as determined by the CAO in-line with the Corporation's strategic priorities and objectives. The position works closely with all levels of management and all departments.

Responsible for the development and execution of a comprehensive Economic Growth strategy for the Town and leads strategic initiatives and activities to foster economic growth; acts as a policy advisor on economic development issues.

Responsibilities:

Communications

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. Responsible for 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. Monitors social media to improve social media engagement and citizen response. Monitors industry best practices to identify and recommend opportunities that will enhance public consultation, citizen and business engagement in municipal government.

5. Provides general administrative support services to the CAO, which includes coordinating special projects, and researching, generating or assisting with reports including but not limited to developing presentation materials, 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. Manages external communications consultants.
8. Develops and manages corporate branding guidelines and implements branding strategy, including decision making regarding what external initiatives the Town supports with its brand.

Economic Development

1. Prepare and administer economic development programs and policies to attract and maximize new business and residential opportunities in the community in conjunction with other municipal and provincial strategies and policies.
2. Market and promote the Town through a number of different mediums including multimedia tools, print and electronic advertising campaigns, publications, promotional items, information packages, and other resource materials. Attend on-site trade opportunities and delegations as identified and required.
3. Provide current information to new prospective businesses seeking materials and data about the Town while confidentially and expeditiously responding to site selection requests in a thorough and complete manner.
4. Identify and manage funding opportunities that support strategic initiatives in the area of economic development. Build and maintain open communication with funding partners.
5. Provide a variety of support services designed to assist new or expanding businesses to be successful, including research, business plan development, and coaching/mentoring.
6. Provides information regarding economic development to the CAO for the preparation of the annual operating and capital budgets. Prepares reports for Council as required by the CAO.

Other

1. Participate and contributes as a member of the Town’s Senior Leadership Team.
2. Work in a safe manner in accordance with the Occupational Health & Safety Act and Regulations.
3. Perform other related duties as assigned.

Qualifications:

- Post-secondary education in social sciences, economics, marketing/communications and/or public 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.
- Excellent communication, note-taking, and report writing skills.
- Excellent leadership, organizational and interpersonal skills.
- Ability to maintain a high level of confidentiality
- Ability to communicate to a variety of audiences utilizing several technology formats along with excellent facilitation skills.
- Valid Class “G” driver’s licence and access to reliable transportation.
- Working knowledge of Microsoft Office Suite (Word, Excel, PowerPoint, Access, Publisher), social media, and website tools.
- 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_____

05/26