



Communications Manager

The [Municipality of Central Elgin](#) was formed in 1998, through the amalgamation of the Township of Yarmouth with the Villages of Belmont and Port Stanley. Central Elgin is a vibrant community located in the heart of [Elgin County](#), with a population of nearly 15,000 people and is in close proximity to the City of St Thomas and the City of London. The community is made up of several unique neighborhoods, each offering its own unique charm and attractions.

Of significant interest is the expected future growth in Central Elgin's commercial, industrial and residential sectors due to the recent announcement that Volkswagen will be building the world's largest electric-vehicle battery plant in the region.

With a combined operational and capital budget of over \$47.5M and over 200 full and part-time employees, Central Elgin is committed to meeting the needs of residents and a thriving business community by delivering efficient and effective services.

Inspire our Future

As the ideal candidate you are a communications leader with a broad range of skills and experience in all facets of traditional and leading-edge corporate communications approaches including strategic communications, media and public relations, employee/community engagement, marketing and corporate branding. This position requires someone who is a creative, strategic thinker, quick study and has exceptional writing skills. As the **Communications Manager** you demonstrate political acuity, an understanding of the role of municipal and county government as well as the changing needs of the community. In addition, you will have the ability to manage and respond to multiple projects that directly impact the organization and enhance the municipality's reputation and build trust and confidence within the community.

Reporting to the Chief Administrative Officer, the **Communications Manager** is responsible for developing and implementing the communications strategy for the organization. This includes all internal and external communications, brand/marketing strategies, media relations, and executive-level strategic counsel and support.

As Central Elgin's go to person for communications and issues management strategies, you will provide advice and direction with respect to the delivery of communications strategies for both Mayor and Council, and the CAO and other senior leaders across the corporation including stakeholder consultation and positive community relations. In addition, you will co-ordinate all of the Municipality's communication activities including researching, writing, editing a broad range of communications materials including maintaining a web/social media presence, news/media releases, advertisements, publications, articles, brochures, special event literature, etc.

Additional responsibilities include conducting surveys and questionnaires related to services, programs and initiatives; providing advice and assistance with the planning of special events and announcements; participating on corporate project teams for the purpose of providing communications advice; overseeing any work that supports the corporate communications program and initiatives; advise political and administrative staff on the effective communication of programs.

Ideal Qualifications:

- **Education and Experience:** Must have a University degree or College Diploma with a major in communications, public relations or journalism or a related field.

- **Communications Leadership:** At least five (5) years' experience leading the development and implementation of creative, out-of-the box, innovative multi-media communications strategies (web, social media, graphic, print) including addition experience in issues management, crisis management, public relations and media relations.
- **Strategic Advice:** Extensive experience in providing strategic advice to the most senior levels in the organization.
- **Stakeholder/Media Relations:** Extensive experience in government/stakeholder engagement and relations; experience as a spokesperson, supporting senior executives, responding to media and working with the press including the ability to build consensus and drive positive outcomes.
- **Public Sector Practices:** Knowledgeable of government processes, particularly in the development and delivery of stakeholder consultation plans and related communications.
- **Project Delivery:** Must have the ability to work independently, establish priorities, manage multiple projects, meet deadlines, and act as a resource to Council and Management including the ability to assume the role as the Municipality's representative on issues.
- **Interpersonal and Communications:** Excellent oral, written, visual communication and presentation skills as well as the ability to maintain effective relations with corporate leadership, staff at all levels, unions, advisory committees, Mayor and Council, boards and commissions, other service areas.

Benefits of working for the Municipality of Central Elgin include:

- **Location** – convenient and centrally located office in St. Thomas/Central Elgin, Ontario.
- **Virtual work policy opportunities** – while a significant presence in the office is required, there is some flexibility to work virtually reflecting the demands of the position and corporate policy.
- **Employee Development** –training opportunities to further enhance your skills.
- **Low cost of housing** – Central Elgin provides opportunities for a robust and affordable lifestyle, choices range from a developed urban centre to rural properties, to waterfront living. Housing options are significantly more affordable than regions in and around the Greater Toronto Area.
- **Healthcare** – An exceptional hospital is located in our community with two larger state-of-the-art acute care hospitals in London.
- **Compensation and Benefits** – a competitive salary, plus employer paid benefits, a vacation package and a defined benefits pension plan through www.omers.ca.

How to Apply

To explore this opportunity, please apply via email with a covering letter and resume by September 22nd, 2024 to careers@waterhousesearch.net quoting project **CE-CM**. Should you wish to speak to our Executive Recruiter or to receive an information package please contact Tim Lukasewich at 416-214-9299 x8, tim@waterhousesearch.net or 416-214-9299 x1, jon@waterhousesearch.net.

The Municipality of Central Elgin and Waterhouse Executive Search hire based on merit and are committed to employment equity and an inclusive, barrier-free selection process. We support a diverse and inclusive professional work environment, and welcome applications from all qualified candidates, specifically those from under-represented communities.

We thank all applicants for their interest and wish to advise that only those candidates selected for an interview will be contacted.