



Internal/External Job Posting

Full Time Non-Union Position

Supervisor of Communications and Marketing

Who we are

The Grand River Conservation Authority (GRCA) has an international reputation for excellence in managing the natural resources of the largest inland river system in southern Ontario. Our team is made up of committed and passionate experts in their fields, including scientists, engineers, researchers, educators, stewards, planners, foresters, recreation experts and much more. Every day, we come to work to improve the health of the natural environment of the Grand River watershed for those who call it home or come to visit. We are a progressive team, dedicated to lifelong learning, collaboration and making a positive impact.

Who you are

You want to be part of an organization with an environmental goal. You want the work you do to make a difference. You like a team environment where everyone has an opportunity to contribute to achieve a shared goal, no matter their background or level of education and experience. You like problem solving, expanding your horizons and making even the smallest positive impact for your community and the planet.

Why work for us

At the GRCA, we don't just talk about work-life balance, we promote and encourage it. We offer flexible work hours, one day a week working from home, and wellness initiatives like onsite yoga and an Employee Assistance Program. Our team feels a connection to their work, each other and the community we serve, and when you're "at the office", you won't feel like you're "at the office." Our Administration Centre is located in a tucked away, natural oasis next to the Shade's Mills reservoir, where a walk or lunch at the picnic tables provides the opportunity to be immersed in nature.

We offer staff development plans and open doors to help advance your career. And our employees benefit from being part of the Ontario Municipal Employees Retirement System (OMERS), with 100% matching contributions from GRCA.

Overview of the Opportunity

Reporting to the Manager of Strategic Communications and Environmental Education, the Supervisor of Communications and Marketing is responsible for developing, recommending and implementing corporate communications and marketing plans for GRCA program areas. This role will work with the departments across the organization to continually seek opportunities to help achieve business outcomes while advancing and protecting the GRCA brand and reputation. Areas of focus include leading flood response communications, issues management, interest holder engagement, media relations and high-profile communications strategy. The Supervisor serves a critical role in communicating with the public and the media, as well as municipalities during flood emergencies. Participation in the development of organizational communication strategies involves access to highly confidential information. As a corporate spokesperson with the media, the Supervisor of Communications and Marketing represents management at the GRCA. The Supervisor provides direct supervision to a professional team responsible for strategic communications and marketing.

What You'll Do

- Provide direct supervision and coaching for Communications and Marketing staff.
- Provide high-quality strategic communication and marketing services to departments within the GRCA, gain in-depth understanding of their needs and align them with GRCA priorities.
- Lead the GRCA's day-to-day media relations, including building and maintaining professional working relationships with local media, supporting and preparing spokespeople, monitoring and reporting coverage, flagging issues or concerns.
- Lead in the development, monitoring and management of the GRCA's online communications and marketing channels. Provide guidance and oversight for team members on website management and social media management activities, including appropriate responses to inquiries and comments.
- Provide support to the Manager of Strategic Communications and Environmental Education in issues management and/or crisis communications activities as needed.
- Work with the Flood Operations and Water Infrastructure departments to develop communications plans and support activities related to the flood warning and response program.
- Develop and distribute reports based on communications data and outcomes analysis to inform and enhance communications and marketing plans, goals and outcomes. Assist with the development of surveys and other research tools.
- Work with the Manager of Strategic Communications and Environmental Education and other staff to plan and implement engagement activities, such as public meetings, open houses, displays and special events.
- Review, edit, write and/or approve communications and marketing content, in consultation with the Manager of Strategic Communications and Environmental Education.
- Other duties as assigned by the Manager of Strategic Communications and Environmental

Education

- Degree or diploma in Communications, Journalism, Public Relations, Marketing, or other related discipline – equivalencies that consist of an acceptable combination of education and experience may be considered.
- IABC, CPRS or equivalent accreditation or certification would be considered an asset.

Experience

- Minimum six (6) years of more complex communications experience. Experience supervising staff in a unionized environment is considered an asset. Prior experience in a public sector organization is preferred.
- Strong and effective interpersonal communications skills to coach and supervise staff.
- Ability to liaise and negotiate with many different clients and groups.
- Demonstrated effective public speaking abilities and oral presentation skills.
- Demonstrated in-depth knowledge of new media and communication tools, including websites, blogs and social media platforms, and the use of related analytical components that inform and contribute to overall communications planning and strategy.
- Valid driver's license and ability to travel throughout the watershed.
- Ability to work occasional evening and weekend hours.

Competencies and Abilities:

Leadership

Maintains a calm and professional attitude in the face of change, stressful situations and challenges. Creates a climate in which people want to do their best. Effectively manages employees, developing a team atmosphere, providing information to employees and having strong interpersonal skills and employee awareness. A high level of personal and professional excellence including the ability to align personal and organizational values. Excellent interpersonal and people management skills including the ability to attract, retain, coach and

develop others. Demonstrated ability to ensure a safe working environment while being innovative, flexible and entrepreneurial.

Professional Judgement

Demonstrated ability in the area of critical thinking, analysis and assessment of implications, making connections of underlying issues and ownership of the outcome. Sound judgement resulting in fair, efficient and effective decision making, bringing clarity and resolution to complex and ambiguous situations. Strong strategic and long-range planning skills. Strong analytical and conceptual abilities, with the capability of developing new ideas and approaches. Ability to carry out skillful negotiations and interest-based conflict resolution. Appropriately balances the needs and desires of various internal stakeholders. Ensures good value for money in all work performed by or on behalf of the GRCA. Proven track record of aligning staff with strategic goals through team building, coaching, mentoring and communicating.

Integrity/Ethics

The willingness to hold oneself and others accountable for acting in ways that are consistent with stated values, principles and professional standards. Maintaining impartiality, objectivity, confidentiality and fairness when dealing with employees, stakeholders and special interest groups.

Goal /Action Oriented

Effective problem solving, collaboration, negotiation and facilitation skills. Develops department goals that align with and support the strategic plan and implements short and long-range goals and objectives. Does not shy away from challenges and seldom gives up, especially in the face of resistance, setbacks or change. Seizes opportunities; takes initiative and is self-motivated. Strong and effective organizational and time management skills. Ability to develop work plans and reports. Ability to balance and coordinate many projects/demands at once is essential. Organize work, plan activities and set priorities in a manner that meets competing needs and timely resolution of matters. Maintains a high level of productivity and self-direction. Demonstrated experience in project management with the ability to work under pressure and handle multiple tasks simultaneously with changing priorities. Achieving high standards of performance from others is important.

Team Work

Interacts with people respectfully and effectively. Able and willing to share and receive information. The ability to gather facts and pertinent information to gain an understanding before drawing conclusions, taking action or resolving conflict. It involves active listening and comprehension of verbal and non-verbal signals to enhance understanding. Demonstrated ability to build partnerships with municipalities, staff and other stakeholders. Exceptional internal communications skills are needed for staff relations, working inter-departmentally with respect to communications and marketing plans and to provide support to other programs within GRCA.

Customer Focus

Dedicated to meeting the expectations and requirements of internal and external customers. Exceptional communication and negotiation skills to create, maintain and enhance relations with municipal partners, stakeholders, etc.

Compensation and Benefits

- Annual salary pay range \$76,514 to \$93,091
- Comprehensive benefits package with mental health services and preventative care
- Tuition reimbursement, and computer purchase loans.
- Gold-standard Ontario Municipal Employees Retirement System (OMERS) pension fund with 100% employer matching contributions.
- Free year-round access to GRCA and Conservation Ontario conservation areas (parks).

Approximate Start Date: March 2025

To Apply: Please send a resume, cover letter and resume to careers@grandriver.ca in MS Word or PDF format and quote "Supervisor of Communication & Marketing" in the subject line.

Deadline for Applications: 4:00pm February 21, 2025

We thank you for your interest, however only candidates under consideration will be contacted.

GRCA is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environments. If you require any accessibility accommodations at any point during the application and hiring process, please contact us. Any information received relating to accommodation will be addressed confidentially

Pursuant to section 29(2) of the Municipal Freedom of Information and Protection of Individual Privacy Act R.S.O. 1990, C. M.56 the personal information contained on this form is collected under the legal authority of the Conservation Authorities Act, R.S.O. 1990, chapter C.27 and is used for recruitment purposes. Questions about the collection of personal information should be directed to the Manager of Human Resources, Grand River Conservation Authority, PO Box 729, 400 Clyde Road, Cambridge, Ontario N1R 5W6. 519-621-2761.