



## **Internal/External Job Posting**

### **Regular Full-Time Bargaining Unit Position**

### **Communications and Marketing Specialist**

#### **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**

The GRCA is looking for a skilled, creative and passionate communications writer and designer with strong data and technical expertise. This role will work collaboratively to draft, develop and design compelling communications and marketing products in a variety of formats that are easy to understand, capture attention, and help meet the GRCA's strategic priorities.

Reporting to the Manager of Strategic Communications and Environmental Education, this role is a great choice for someone who can take the initiative, think outside the box, and leverage visual tools to tell the GRCA's stories. This role is also a great choice for someone who stays on top of digital communications trends and tools and knows how to mine and analyze the data to better use platforms to reach key audiences.

Our candidate loves to learn and wants to grow their skills. They will be a team player who can also work independently and is good at time management and balancing priorities. Areas of focus include content creation, graphic design, data analytics and AODA compliant website administration and/or coordination.

## What you'll do:

1. Work with the Manager of Strategic Communications and Environmental Education to prepare, implement, and evaluate the success of communications and marketing plans and campaigns. Support communications strategy and planning by assisting with the preparation and/or coordination of tactical action plans.
2. Write, edit, proofread, and post content to the website and social media channels and ensure adherence to GRCA brand standards and guidelines.
3. Design and prepare artwork and graphics for web, digital, print, signage and advertising. Liaise with external suppliers as needed to ensure timely, cost-effective and quality work.
4. Provide technical expertise and visual layouts in the creation and production of a wide range of products including digital newsletter/blog, advertisements, posters, publications, marketing materials, social media posts, website content, etc.
5. Create and coordinate the production of display material for public meetings and events, and attend special events as assigned.
6. Monitor, measure and analyze digital engagement and research data to assist the Manager of Strategic Communications and Environmental Education with setting the strategic direction.
7. Support the Senior Communications and Marketing Advisor and/or Manager of Strategic Communications and Environmental Education by carrying out basic media relations functions, e.g., daily monitoring, internal newsletter distribution.
8. Produce photos and videos for GRCA digital and print communication products and maintain a digital media library for communications and marketing use.
9. Use content management systems to publish website content and support content writers.
10. Provide technical expertise to staff across the organization in the areas of website maintenance, visual and online communications and design. Provide guidance in the development of communications and marketing content and materials to help ensure compliance with the Accessibility for Ontarians with Disabilities Act (AODA).
11. In consultation with the Manager of Strategic Communications and Environmental Education, assist in the development of strategic communications policies and procedures, including the use of emerging intelligence tools for the organization.
12. Other duties as assigned by the Manager of Strategic Communications and Environmental Education.

## Education

- Degree or diploma in Communications, Marketing and/or Videography, Photography, Design or other related discipline.

## Experience

- Minimum 3 years of related work experience.
- Excellent writing skills and experience with writing, editing and proofreading content for a variety of channels including print, corporate websites and social media.
- Thorough working graphic design knowledge and demonstrated ability to develop marketing publications and materials with impact.
- Strong skills in producing professional photo and video content. Ability to distill content into effective visual communications, to achieve desired results.
- Extensive experience and knowledge of social media platforms and practices including drafting and posting content, and understanding of SEO, web and social media analytics.
- Fluency with various digital platforms and systems (social media platforms, Umbraco, etc.).
- Proficiency in the use of software packages including Microsoft Office, Adobe Creative Suite, etc.
- Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (i.e., AODA, Canadian Anti-Spam Legislation [CASL])
- Ability to work collaboratively in a team environment, as well as work productively and independently with frequent interruptions, while meeting tight deadlines.
- Valid driver's license and ability to travel throughout the watershed.
- Ability to work occasional evening and weekend hours.

## Competencies and Abilities:

### 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 judgment resulting in fair, efficient and effective decision-making, bringing clarity and resolution to complex and ambiguous situations. Ability to carry out skillful negotiations and interest-based conflict resolution. Appropriately balances the interests of both internal and external stakeholders, when dealing with complex files.

### 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

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. Organizes work, plans activities and sets priorities in a manner that meets competing needs and timely resolution of matters. Maintains a high level of productivity and self-direction. Strong organization, project, and time management skills, including ability to meet deadlines and balance competing interests within timelines. Excellent attention to detail and ability to manage numerous projects simultaneously, while producing quality work. 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, business communities, partners and staff. Exceptional internal communications skills are needed for staff relations, working interdepartmentally with respect to communications and marketing needs and to provide support to other programs within the 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

- Pay range starting at \$33.97 per hour/35 hours per week
- Job stability and security
- 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: October 2024

To Apply: Please send a resume, cover letter and resume to [careers@grandriver.ca](mailto:careers@grandriver.ca) in MS Word or PDF format and quote "Communication & Marketing Specialist" in the subject line.

**Deadline for Applications: 4:00 p.m., October 8, 2024**

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.